Rating TV spots

New system slated to go national

By VERNE GAY

A small Seattle-based media research company will launch a full-scale national TV commercial ratings service, a move almost certain to ignite another battle in media research.

Closely held R.D. Percy Co. announced it would have a 2,000-national-household-meter system operating as early as September 1989. Roger Percy, the company's chairman and the son of former U.S. Sen. Charles Percy (R., Ill.), said the meters would be placed in homes starting this December.

The move portends a major shake-up in the undeveloped but potentially explosive field of commercial ratings.

Agency experts said the new development may not only spur A.C. Nielsen Co. into launching a similar system but could revolutionize network TV buying.

Percy's system also could ultimately shed light on the most pressing question in TV advertising: How many people are actually watching network TV commercials?

And that, research experts said, would ultimately change the way advertisers buy airtime.

If advertisers know the rating of a commercial vs. the program's rating, then they might force networks into pricing their inventory based on the information.

Mr. Percy has said preliminary data show prime-time-commercial ratings are about 17% lower on average than the programs in which they air.

The company's new national system could prompt a battle similar to the one that pitted Nielsen against AGB Television Research in the race for the first national people-meter service.

Nielsen is testing a technology that could also measure commercial ratings; Percy's proposed system is expected

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Agency execs handicap shops in Saturn race

By RAYMOND SERAFIN

N W Ayer is "the obvious choice" for Saturn Corp. to make, says one General Motors Corp. ad executive who's been watching GM's new automobile division search for its first agency.

But "nothing on Saturn has ever been obvious," cautioned this observer, who believes Saturn's stated concern for "breaking the mold" gives the other two finalists—Hill, Holliday, Connors, Cosmopulos and Hal Riney & Partners—a shot at the estimated $80 million account.

In an informal survey of GM agency officials, who spoke on condition of anonymity, Ayer ranked as the favorite but Riney's chances were rated nearly as high. HHCC was generally seen as the long shot.

Ayer, HHCC and Riney will meet with Saturn officials the week of May 9 to present the strategic positionings they've developed for GM's planned Japanese import-fighter (AA, April 11). A decision is expected by the end of May.

"We're very pleased that we have three terrific agencies," said Thomas Shaver, director of marketing services for Saturn Corp. Saturn officials have never announced the names of the finalists, but they've confirmed the list has been pared to three.

Ayer, New York, has been a favorite from the start because it already is a GM agency. Since Ayer now handles corporate image work rather than a car division, it wouldn't face the problem of producing work for two or more divisions that might be competing in the same market segment.

Further, Ayer is the largest of the three agencies, an advantage in servicing a national account that will likely need regional strategies and regional servicing if Saturn decides to allow its agency to handle dealer ad co-op groups.

Ayer is the 16th-largest U.S. agency based on worldwide gross income, according to ADVERTISING AGE's 1987 rankings, with offices on both coasts, in the Midwest and in the Southwest.

HHCC, Boston, is 29th, with offices on the East Coast. Its primary automotive experience involves handling Ford Motor Co. dealer groups in New England and New Jersey.

Riney is 52nd but has offices on both coasts and in Chicago. The San Francisco-based agency has handled the $20 million Sterling imported car account for Austin Rover Cars of North America since last May.

Ayer will need to overcome a perception that the other two agencies produce better creative. That could be a handicap, even though Saturn hasn't asked the three agencies to produce speculative creative.

On the creative front, Ayer's dubious new work for Burger King Corp., following the biggest account change ever, comes at an inauspicious time, more than one of the observers said.

Also, the account could be structured in a way that one of the two smaller agencies could handle it without doing the media buying.

There's a precedent on the E&J Gallo Winery account, where Riney has done creative while Ayer bought the media. Or Saturn could tie into the GM media-buying system.

The idea that a shop with a hot creative reputation will win rests also on GM's frequent pronouncements that Saturn represents a commitment to finding innovative new ways to build and market a car.

When GM Chairman Roger Smith announced the division in early 1985, he clearly intended it to take a blank-sheet approach to developing a small car. Everything is being considered from scratch, from technology to management philosophy.

"I give the Saturn folks pretty high marks for their commitment to a fresh approach," one executive said. Another countered with, "That's the public posture, but every time I read something new about Saturn, they seem to be less innovative."#

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Pizza Inn takes dough to Chiat

By JENNIFER LAWRENCE

DALLAS—Pizza Inn today will hand the creative assignment on its $15 million ad account to Chiat/Day, Venice, Calif., a move that will pit the agency against its former client, Pizza Hut.

It also will further stir up the highly competitive $12 billion restaurant pizza business, where a spate of agency changes started last August when PepsiCo's Pizza Hut replaced Chiat/Day with BBDO Worldwide, New York.

Pizza Inn chose Chiat/Day for its creative depth, said Dan Japhet, VP-marketing at the No. 4 chain, but he added that the agency's pizza experience was the deciding factor.

Kelly, Scott & Madison, Chicago, now handles media placement for Pizza Inn.

"Chiat/Day understands the nuances of the category," Mr. Japhet said. "With their knowledge of the restaurant business, there shouldn't be a lot of downtime and we'll be back up faster."

The agency's first task will be to reposition Pizza Inn—a strategy that's been under way since Pantera's Corp. acquired the troubled 650-unit chain last July.

The strategy includes doubling Pizza Inn's ad spending, as well as new-product introductions and an emphasis on home delivery.

Mr. Japhet said Chiat/Day will develop the next step in the "America's most underrated pizza" campaign, which was begun by its

(Continued on Page 93)

Special Report

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Top magazines by ad revenues

(dollars in millions)

1. TV Guide	$331,188,722
2. Time	328,778,875
3. People Weekly	266,203,908
4. Sports Illustrated	263,167,312
5. Newsweek	239,252,795
6. Business Week	217,483,994
7. Better Homes & Gardens	142,170,974
8. Good Housekeeping	132,465,976
9. Forbes	128,563,495
10. Family Circle	123,975,448

Source: Publishers' Information Bureau, 1987

'Esquire,' 'GQ' fashionably ahead

"GQ and Esquire each try to lay down the trends for men today, in terms of what he's wearing and what he cares about."

By Gary Belsky

One of the fiercest battles in publishing today is between two of the oldest men's lifestyle magazines in the country: *Esquire* and *Gentlemen's Quarterly* The quest: the well-heeled, male reader and men's magazine advertisers.

Jay Susman, a 27-year-old commodities trader from New York, is a regular reader of both magazines. And, frequently because of his hectic schedule, Mr. Susman says he must choose between the two.

While management at both magazines deny that they have the same readers, according to Mr. Susman, "*GQ* and *Esquire* each try to lay down the trends for men today, in terms of what he's wearing and what he cares about."

Of course, you won't hear *Esquire* or *GQ* admit to this.

"Without question, the two magazines compete for some of the same readers," says *GQ* Editor Art Cooper.

"Not in the least," says Lee Eisenberg, *Esquire's* editor. "We're aiming at two separate demographic groups." However, both magazines have commissioned studies that each claims will set the standard for defining modern man and his lifestyle.

In the past few years, *Esquire* has revamped its fashion coverage, gaining ground in what was once the almost proprietary domain of *GQ*. Conversely, *GQ* has lessened its reliance on fashion pages, and has paid more attention to its editorial content.

Both magazines have changed the style of their cover art in recent years as well, relying on celebrity covers to draw attention at the newsstand.

Esquire and *GQ* are far ahead of the competition in circulation. According to Audit Bureau of Circulations' FAS-FAX report for six months ending Dec. 31, 1987, *Esquire* and *GQ* have total paid circulation of 705,278 and 686,842, respectively.

Fairchild Publications' *M* has made the most progress in recent years by targeting older, wealthier men, but it still ranks with *Men's Look* and *Men's Guide to Fashion* in the second tier of men's lifestyle publications. *M's* total paid circulation for the same time period is 138,205.

In the head-to-head fight in circulation, *GQ* made the most gains last year. Though the magazine's newsstand sales actually decreased 2.7% from a year earlier, subscriptions increased 12.8% and total paid circulation was up 3.6%.

Esquire, meanwhile, showed an increase of 4.4% in paid subscriptions for the last half of 1987; that combined with a 15.9% drop in newsstand sales accounted for a marginal 0.4% increase in total paid circulation. *Esquire's* publisher says the reason for the magazine's decrease in newsstand sales may be in part that the redesign of the book is becoming familiar to readers and that the "newness" is wearing off.

GQ's steady increase in circulation was due, in part, to a change in consumer perception of the magazine. For years, observers note, *GQ* was generally referred to as a magazine for gays, and its readership barely reflected the heterosexual public. But since joining *GQ* in 1983, Mr. Cooper has succeeded in changing the magazine's image and broadening its appeal.

Both magazines have redesigned covers; one indication of GQ's cover transformation is the use of celebrities rather than models.

Esquire has revamped its editorial pages with a month-in/month-out focus on fashion.

"I think they've definitely broadened the product," says Paul Zuckerman, senior VP and director of media planning at DDB Needham, New York.

"The fact is, you don't have to be a peacock to read *GQ* anymore," says Publisher Jack Kliger. He maintains, "Gays are still considered very important readers at *GQ*."

The magazine's management reasoned that to compete with *Esquire* for readers and advertisers, its focus would have to be broadened.

The transformation began with the cover. Once dominated by male models, *GQ's* covers are now territory for movie, television and sports stars. Recent covers have featured actors James Woods and Kevin Kline and basketball player Isiah Thomas.

And, the magazine got some national publicity when other media picked up quotes from *GQ's* April cover story in which St. Louis Cardinals' star Ozzie Smith blasted the team's manager, Whitey Herzog, for going into last fall's World Series "like he expected us to lose."

GQ's makeover is also evident in its editorial content. A recent issue contained nearly as many nonfashion feature stories as those on fashion.

Nonfashion stories frequently deal with women. For example, actress Blair Brown was profiled in an article in the March 1988; another story asked the question "What Do Women Want?" Bringing women into its pages was less a move towards snaring female readers than it was an effort to grab the male reader "who has grown up with a woman as an equal in life," says Mr. Kliger.

According to *GQ*, those men's median age is 26 and they earn $19,164. While those demographics are far different from what *Esquire* claims as its target reader (median age of 36.8, income of $25,866), both magazines seek essentially the same man—one with buying power and a curiousity about how other men are thinking.

Esquire disagrees, despite the fact that recent editorial changes have brought it closer to *GQ's* fashion emphasis. Most notable in *Esquire's* new look is its month-in/month-out focus on fashion. Not so long ago, the magazine relegated its fashion coverage to two issues a year—spring and fall.

Then reflecting an increasing awareness of fashion by the American male, "We redeployed our [fashion] pages over the course of the year," says Mr. Eisenberg.

Esquire denies the move is an attempt to compete with *GQ*. In fact, *Esquire* Publisher Randy Jones says the magazine's eight to 10 editorial fashion pages each month essentially equals the total pages that used to be contained in the twice-yearly "Esquire Collection."

"We hardly want to be another *GQ*," says Mr. Jones. Nonetheless, *Esquire* recently hired Robert E. Beauchamp, the former fashion editor at *GQ*, to oversee its fashion coverage.

The editorial content of the magazine was revamped earlier because of a change in demographics of its readership. A year ago, near the time it was acquired by the Hearst Corp., *Esquire* announced that its readership was growing older. To attract this more mature reader, the magazine altered its editorial content. "Story selection definitely changed," says Mr. Eisenberg. "There are no more 'Should I?' or 'Would I?' articles. Now the stories are for grown-ups who are facing reality."

With the September 1986 issue, *Esquire* increased the size of the book. The new format was a play for readers and for advertisers, who would presumably be attracted by the book because of its use of a standard page format, magazine management says.

Although the new look apparantly has failed to grab readers at the newsstand, *Esquire* saw a slight increase in ad revenue from $29.0 million in 1986 to $30.5 million in 1987. "We've done a good job in making marketers understand that men are different now, that they are very involved in purchasing home products and that they're pushing shopping

(Continued on Page S-28)

1987 U.S. circulation scorecard

(for six months ended Dec. 31, 1987)

Esquire		Gentlemen's Quarterly	
Total circulation	705,278	*Total circulation*	686,842
% change from '86	0.4	*% change from '86*	3.6
Subscriptions	587,723	*Subscriptions*	05,709
Single-copy sales	117,555	*Single-copy sales*	381,133

Source: Audit Bureau of Circulations' FAS-FAX report for six months ended Dec. 31, 1987

Gary Belsky is a reporter for Crain's New York Business

'Us' gains, 'People' profits from lead

While no longer strictly head-on rivals, both have strikingly similar audience profiles.

By Patrick Reilly

People and *Us*. It seems they were once cut from the same cloth. On the nation's newsstands and in reader's minds, *Us* was a clone of *People*.

But while the occasional reader may still confuse the two, it's clear now the two magazines are on diverging paths.

Us is just now beginning to hit its stride after years of floundering, but it has yet to firmly establish its identity. On the other hand, *People*, the originator of "personality journalism," continues to do well for parent Time Inc. Yet the magazine is struggling with maturity to find the zip that once made it a success.

The editorial mix of the two magazines has changed. The weekly *People's* articles are a mixture of both celebrities and the newsworthy. For example, past stories have included the rescue attempt of a baby girl in Texas and Rob Lowe's love interests.

"When *Us* was launched, I was circulation director at *People* and we used to think about *Us* a lot, but every day the gap between us gets wider," says Donald Elliman, *People's* publisher. "*People* is only 40% celebrities or entertainment industry stories. Our research tells us that people like that mix."

In the past year, *Us*, published once every two weeks, has put its focus strictly on entertainment and celebrities. "We wanted to make *Us* more elegant and still sell it. Last year we decided *Us* would be a celebrity and entertainment magazine only," says Anthea Disney, who was appointed editor of *Us* in July 1987 after serving as deputy managing editor at the *New York Daily News*. "*Us* meets people at the 'up' point in their careers."

In terms of ad pages and circulation, *People* is the leader. As of December 1987, *People's* average circulation was 3.3 million, a 9% increase from 1986.

"*People* is the stronger entity," said Paul Zuckerman, senior VP-director of media planning and operations, DDB Needham, New York. "Because of its draw, it's the closest thing to TV in print."

With only a little more than one-third of *People's* circulation, *Us* reached the 1.2 million mark as of December 1987. However, that was a booming 22.5% increase from 1986.

In ad pages, *People* also leads, but it had a tough 1987. Its pages totaled 3,581, a 4.8% drop from 1986, while ad revenue totaled $266 million, a 0.6% decrease. *Us* 1987 ad pages totaled 618, a 5.8% increase from 1986, and ad revenue increased to $13.2 million, a 17.4% rise.

Such widely varying statistics give credence to the assertion of *People's* Mr. Elliman that the two magazines are "in totally different businesses."

However, while no longer strictly head-on rivals, *People* and *Us* have strikingly similar audience profiles.

The median age of *People* readers is about 35 years old; at *Us*, the median age is about 32. While the perception among most media directors is that *People's* readers are decidedly more upscale, its readers' median income is $30,769, not far ahead of *Us'* median income of $30,329. As for gender, 65% of *People's* readers are women, while *Us* has 68% female readership, according to the magazines.

With its large display of color photographs and bent for celebrities, *Us* has targeted a younger audience.

Mr. Zuckerman says, "There's more substance to *People*, but currently there is no young, general interest magazine except for *Us*. There's lots of color and that's Jann Wenner's (*Us* editor-in-chief and chairman of Us Magazine Co.) approach. The color is excellent, but that won't make it a better magazine."

It is Mr. Wenner who has kept *Us* alive when many in the industry thought the magazine was finished. Launched in May 1977 by The New York Times Co., it was bought by Macfadden Co. in 1980. After languishing under Macfadden, Mr. Wenner's Straight Arrow Publishers (also publisher of *Rolling Stone*) and the Los Angeles-based Lorimar-Telepictures became co-owners of the magazine in July 1985.

Mr. Wenner maintains control, and in the past two years appointed most of the magazine's top business staff. Sources close to Mr. Wenner says he has been negotiating to buy Lorimar's half of the magazine, and industry observers say Lorimar is expected to sell.

But Anne Holton, *Us* publisher, says Lorimar-Telepictures now is not so eager to sell and has committed to maintain its 50% share for two more years. Lorimar is especially interested after a first quarter performance in 1988 in which ad pages rose by 31% to 132 over the same period in 1987. In July, *Us* will raise its rate base to 1.2 million, a 9.1% increase.

People, too, is expecting a brighter 1988, though the stock market crash in October may slow down the expected growth.

People's sheer size—it carries more consumer electronics ad pages than any other consumer magazine—makes it more susceptible to major swings in the economy. No other magazine in the Time Inc. stable, with the exception of *Time*, could top *People's* ad revenue of $266 million in 1987.

"We expect a good year but it will be heavily weighted to the fourth quarter, and we don't know how that will turn out," says Mr. Elliman. He says *People's* ad pages, single copy and subscriptions sales for the first quarter in 1988 were ahead of the same period last year.

In 1988, *People* will also get a new look. James Gaines, managing editor, has called in some of the business's top magazine designers to submit ideas for a redesign. There have also been rumors that *People's* trademark black-and-white editorial pages would use four-color photographs this year, but a *People* spokeswoman says color pages are not planned.

Us executives say the success they have had with color editorial pages has forced *People* to consider color and to redesign in general. But *People* disagrees. "We are [redesigning] because we are 14 years old and Jim Gaines strongly feels that it's time for a new look," says Mr. Elliman. "A contemporary look is core to the magazine, and we want to have a fresher look."

Mr. Elliman says the redesign is not a "repositioning," and that, in fact, it "won't be a huge revolution." He adds the changes could appear in late 1988 and may be tested first in regional markets to gauge reader reaction.

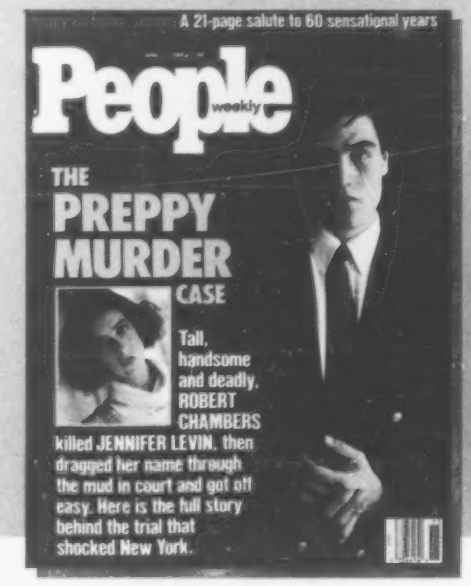
The redesigns are crucial in selling magazines in the supermarket and on newsstands. *Us*

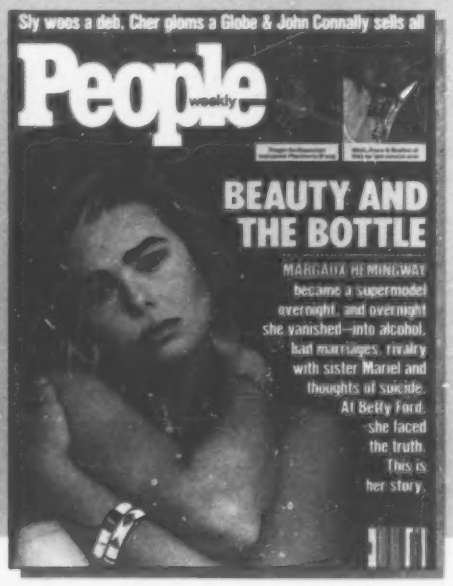
(Continued on Page S-28)

Madonna Talks
"Let's just say... I love Sean, and I'm feeling hopeful"
KEVIN COSTNER: THE SEXIEST MAN IN MOVIES
US
ELVIS THE LAST DAYS

With its splashy color, two of 'Us' ' best-selling covers last year were Madonna and Elvis Presley.

'People' has been chastised for running a series of 'feel bad' covers, exemplified by these recent issues.


A 21-page salute to 60 sensational years
People weekly
THE PREPPY MURDER CASE
Tall, handsome and deadly, ROBERT CHAMBERS killed JENNIFER LEVIN, then dragged her name through the mud in court and got off easy. Here is the full story behind the trial that shocked New York.


Sly woos a deb, Cher gloms a Globe & John Connally sells all
People weekly
BEAUTY AND THE BOTTLE
MARGAUX HEMINGWAY became a supermodel overnight, and overnight she vanished—into alcohol, bad marriages, rivalry with sister Mariel and thoughts of suicide. At Betty Ford, she faced the truth. This is her story.

1987 U.S. circulation scorecard

(for six months ended Dec. 31, 1987)

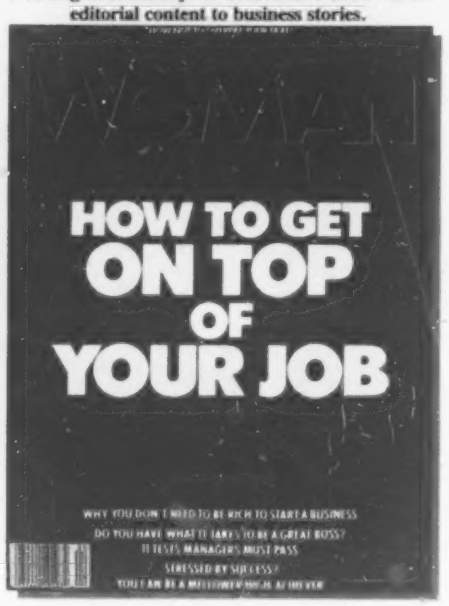
People Weekly		US Magazine	
Total circulation	3,311,139	*Total Circulation*	1,250,776
% change from '86	9.0	*% change from '86*	2.5
Subscriptions	1,418,170	*Subscriptions*	845,176
Single-copy sales	1,892,969	*Single-copy sales*	405,600

Source: Audit Bureau of Circulations' FAS-FAX report for six months ended Dec. 31, 1987

Happy at Last! A Savvy Survey Reveals
That Divorce Can Be for Better, Not Worse
SAVVY
Broadcast News
The real story on TV's smartest women
THE $40,000 QUESTION:
Is B-school worth it?
SHIRT FASHION:
The great white way

Savvy says it profiles successful career women; a recent story featured newscaster Connie Chung.

Working Woman says it devotes two-thirds of its editorial content to business stories.


HOW TO GET ON TOP OF YOUR JOB
WHY YOU DON'T NEED TO BE RICH TO START A BUSINESS
DO YOU HAVE WHAT IT TAKES TO BE A GREAT BOSS?
11 TESTS MANAGERS MUST PASS
STRESSED BY SUCCESS?

'Savvy,' 'WW' race on the fast track

Both fight for the successful female reader—and both claim dominance in their market

By Christopher Slaybaugh

Though *Savvy* and *Working Woman* both compete for the successful female reader, each magazine takes a different approach in attracting its audience. Unsurprisingly, both claim dominance in this upscale market.

These magazines target the 11 million women in management and the professions, a subgroup of the 47 million women the U.S. Bureau of Labor Statistics says are employed nationally.

Leaders at both magazines contest each other's claims to dominance. *Savvy's* Publisher, Kristin A. Norrgard, says the difference in circulation between *Savvy's* 400,000 and *Working Woman's* 900,000, can be explained. "We're class, and [*Working Woman's*] mass. You can increase your circulation all you want, but we don't want to do that and dilute the demographic profile of the magazine."

Working Woman's Editor in Chief, Anne Mollegen Smith, responds, "That's probably what I would say if I were in [*Savvy's*] shoes, because the comparative size of our circulations makes that an attractive explanation. But if you look at the demographics of the magazine, I don't think that holds up. Our women's group is quite definitely an elite group."

Ms. Smith says *Working Woman*, published by Working Woman/McCall's Group, New York, is targeted to "career women, not just women who have a job." *Working Woman* Publisher Carol Anderson Taber agrees, adding that the magazine's subscribers have an average individual employment income (IEI) of $37,800 and average household income of $76,700 with 74% holding professional or managerial jobs.

"Since Simmons [Market Research Bureau] began, we have delivered a higher concentration of professional/management women than any other women's magazine measured year in year out," she says.

Ms. Norrgard says *Savvy*, published by Family Media Publications, New York, targets readers 25 to 49-years-old who earn more than $25,000. "We're aiming at the upper-scale career woman. We're probably the most upscale women's magazine out there, in terms of female IEI."

According to the most recent subscriber study commissioned by *Savvy* through Simmons Market Research Bureau, New York, subscribers have a median IEI of $27,500, median household income of $48,300, and a median age of 37 years.

While both magazines try to attract similar readers, they maintain different editorial slants. *Working Woman* devotes two-thirds of its editorial content to business stories—"not business news," says Ms. Taber, "but business trends, management strategies and philosphies, and career management."

She adds that the magazine is "written to a successful mentality. Look at our cover. We use the words 'master,' 'power,' 'achieve,' 'success'—words like that have, sadly, never been used on women's covers before."

She maintains, however, that the business content is not only of interest to women. "What makes us a women's magazine is the services." These services, comprising the other third of the magazine, cover such issues as health and fashion from a career angle, says Ms. Smith.

Moving away from its own largely business posture, *Savvy* underwent changes last spring that included a new editorial profile, a redesigned cover and a change in its tagline from "The Magazine for the Executive Woman" to "For the Successful Woman."

The magazine now profiles women inside and outside the corporate world, according to Ms. Norrgard. "Success doesn't lie just in the corporate arena. We profile women entrepreneurs and women who are successful in all careers . . . " Recent issues have featured fashion designer Cynthia Steffe, former Transportation Secretary Elizabeth Dole, and newscaster Connie Chung.

Ms. Norrgard emphasizes timeliness, a quality she says was brought to the magazine in August/September 1986 by editor-in-chief Annalyn Swan, formerly *Newsweek* senior editor. "She's predicted what was going to be hot down the road. She has an incredible knack for getting on the newsstand what's hot right then, what's being talked about on radio, television, and the newspapers."

Savvy regularly devotes space to business, fashion and beauty, travel, health, and food. Ms. Norrgard summarizes the book as a "full interest magazine for today's high-achieving career woman. It shows her how to live life with style."

Common to both magazines is healthy growth. Comparing the last six months of 1987 with the same period a year before, *Savvy* balanced a 19.2% increase in subscriptions with a 35.4% decrease in single-copy sales for a 16.7% increase in total paid circulation, according to Audit Bureau of Circulations' FAS-FAX report. *Working Woman* increased both

(Continued on Page S-8)

1987 U.S. circulation scorecard

(for six months ended Dec. 31, 1987)

Working Woman		Savvy	
Total circulation	855,434	*Total circulation*	415,521
% change from '86	10.3	*% change from '86*	16.7
Subscriptions	790,568	*Subscriptions*	405,004
Single-copy sales	64,866	*Single-copy sales*	10,517

Source: Audit Bureau of Circulations' FAS-FAX report for six months ended Dec. 31, 1987

Christopher Slaybaugh is a free-lance writer based in Ohio.

Network targets working women

When Career Women Networking's president, Talia Y. Carner, left her previous job as publisher of *Savvy* in 1985, she took with her nagging doubts about the efficacy of advertising in women's business magazines.

"When I was with *Savvy*, advertisers were asking me questions such as 'There are 52 million employed women in the U.S. but *Savvy* and *Working Woman's* combined circulation—even by now, it's only a million three. Where are the other 50 million women?' "

"Women in business," she says, "tell us how they work harder, how they develop their profesional skills, how they need to run the extra mile compared with men.

"But you couldn't sell them *Savvy* at $9 a year or *Working Woman* at $12—and these are good magazines."

So in 1985, Ms. Carner started Advertorial Inc., an enterprise to write and sell advertorials. But soon she realized that she first had to investigate the habits of career women.

What she found was a common denominator among groups of women in business. "In every single industry, women had started their own professional association. Law, medicine, accounting, journalism, real estate. You name it, they started a professional association."

This led to another question: Why were women who were unwilling to buy a magazine ready to pay $40 to $150 a year to belong to an association and to take the time to go to seminars and meetings?

Talia Carner left her post as publisher of Savvy to start Career Women Networking.

Network places inserts in magazines like 'Executive Female'.

"The signals were that these women in industry feel different and maybe they did not have enough recognition, maybe they felt there's something in their industry that sets them apart."

Ms. Carner says she had found the three ingredients she was looking for: commitments of emotion, money and time.

By translating "this phenomenon into something workable for the advertising industry," she says, "an advertiser that talks to these women right in their marketplace will benefit more than an advertiser using a more traditional approach."

Over a period of time Career Women Networking evolved. The New York-based company creates inserts for women's trade journals.

One obstacle that faced Ms. Carner was a negative attitude toward advertising held by some of the associations. "It took me 15 months to go to the various professional associations and educate them about advertising," she says, "to convince them that advertising is not dirty, that it has

(Continued on Page S-8)

Racing on the fast track

Both magazines attribute part of their success with advertisers and readers to the rising number of women entering the workforce

(Continued from Page S-6)
subscriptions and single-copy sales 6.9% and 80.3%, respectively, for an increase of 10.3% in total paid circulation.

Working Woman was named to a list of " 'Triple Play' Best Performers" by Capelle's Circular Report, published by Whitaker Newsletters, Westfield, N.J. The book was one of 16 titles to make the list of magazines that were able to raise cover price, increase units sold and increase the percentage of copies sold by retailers over a six-year period ending in 1987.

Working Woman's price was raised 50¢ to $2.50, while sales rose 111% and the percent retailers sold rose 10.5%.

Working Woman sold 1,164 ad pages in 1987, down 10.3% from the previous year.

Ms. Taber attributes the slump to a decline in the amount of ads placed by office equipment advertisers, which she says, resulted from fluctuation in the yen. This year, the magazine is expected to show a 6% increase in ad pages from the previous year. And, she says, February 1988 carried a larger amount of ad pages than any previous February. June is also a record breaker for the book; the issue will carry 110 ad pages, according to Ms. Taber, up 28% from the previous year's issue.

In comparison, *Savvy* sold 448 ad pages in 1987, a gain of 8.7%.

Both magazines attribute part of their success to the rising number of employed women. "In essence, both [*Working Woman* and *Savvy*] are delivering women with money. It's the market that the advertiser is buying, not the editorial," says Ms. Taber.

"One reason for our spectacular growth has been the spectacular growth of our audience," says Ms. Smith. " . . . if there weren't this burgeoning category of women to whom very few other media are talking, we wouldn't have been able to do this."

The reader profile has changed, says Ms. Norrgard. "She's been in business for a while, she's a little more established, she's further along in her career," she says. "Therefore, you've got to address how these women have changed."

Both books rely on direct mail to sell subscriptions. Patricia Gardiner, VP circulation for Family Media, says using "highly targeted lists", *Savvy* ran a direct-mail sweepstakes promotion. The sweepstakes is shared with Family Media's nine other magazines. The promotion includes a mail-in card for a free copy. The magazine has not offered premiums recently. Ms. Gardiner says promotions are guided by Family Media Chairman Robert Riordan.

Like *Savvy*, *Working Woman* has not relied heavily on premiums, although some mailings since 1982 have offered editorial premiums, such as books by well-known authors on issues the magazine covers, according to Ms. Smith.

Since forming partnership with Time Inc., New York, at the end of 1986, *Working Woman* has experimented with non-editorial premiums like

(Continued on Page S-28)

Only one magazine talks business to the world.
Every business week.

And our readers are leaders, in Europe, Asia, Latin America.
In fact, Business Week International leads all other
international business magazines in cost-efficiency in reaching
senior and chief executives in Europe and Asia.
And as an advertiser, you reach them when and where
they're thinking business and talking business.
Business Week International. The world's only international
newsweekly of business.

INTERNATIONAL BusinessWeek
The world's only international newsweekly of business.

Frankfurt: Percy Fahrbach (69)72-01-81 **Hong Kong:** Stephen Marcopoto (5)260149 **Lausanne:** Irmgard Fischer (21)27-44-11
London: Keith Mantle (1)493-1451 **Milan:** Roberto Laureri (2)805-95-67 **New York:** Hal Berry (212) 512-3867
Paris: Bruno Hermann (1)42-89-03-81 **Stockholm:** Andrew Karnig (8)4400-05 **Tokyo:** Paul Ishii (3)581-9811

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Network

(Continued from Page S-6)
a purpose, that it educates, that it's on target."

The associations were quick, however, to embrace the ad revenue, particularly because many attract little or no advertising on their own, she says. Each journal receives payment at a set rate multiplied by the book's share of total circulation.

Network published its first trial insert in November/December of last year. The signature, which provided four pages of ads, was inserted into 12 journals that had a total of 370,000 subscribers.

Career Women Networking's cost-per-thousand is $23, says Ms. Carner, about one third lower than the rates of other magazines.

She says reception by advertisers has been favorable, enough that the third insert, published in March/April, covered two signatures. This allows advertisers to buy spreads.

Advertisers include Chrysler, The Quality Paperback Book Club, TWA, Simmons College M.B.A. program and No-Nonsense pantyhose.

Career Women Networking currently has inserts in 13 publications, from *Woman Engineer* to *Press Woman*, for a circulation of 475,000 to 530,000, depending on the issues.

Like the publishers of *Savvy* and *Working Woman*, Ms. Carner lays claim to the top-of-the-pyramid working woman. "Our readers have reached the higher echelons in their fields. Among accountants, we have chief financial officers; among lawyers we took only the National Association of Women Lawyers, and they tend to be on the federal level . . . "

In addition to direct advertising, Career Women Networking offers an advertiser response card, which allows Networking to build a mailing list that it sells to marketers. Networking also offers advertisers participation in women's trade shows.

Christopher Slaybaugh

Data bank — Magazines

Rising above the crowd: Magazines with the most

Top magazines by total circulation*

1.	TV Guide	816,969,260
2.	Modern Maturity	16,734,801**
3.	Reader's Digest	16,566,650
4.	National Geographic	10,498,594**
5.	Better Homes & Gardens	8,012,659
6.	Woman's Day	6,021,136
7.	Family Circle	5,773,484
8.	McCall's	5,353,595
9.	Good Housekeeping	5,202,526
10.	Ladies' Home Journal	5,125,052

*Excludes comics, publisher packages and bulletins
**Membership associations

Source: Audit Bureau of Circulations' FAS-FAX report for six months ended Dec. 31, 1987.

Largest % increase in total paid circulaton

1.	Alfred Hitchcock & Ellery Queen Mystery Magazines	90.6*
2.	Game & Fish Magazine	77.1
3.	European Travel & Life	70.5
4.	Teen Beat	59.9
5.	Runner's World	55.8
6.	Consumer's Digest	46.2
7.	Entrepreneur	45.9
8.	Golf Illustrated	45.1
9.	Vanity Fair	42.6
10.	Bicycling	42.4

*combined circulation

Source: Audit Bureau of Circulations' FAS-FAX for six months ended Dec. 31, 1987

Largest % decrease in total paid circulation*

1.	Private Clubs	53.2%
2.	High Technology Business	36.8
3.	Star Hits	26.5
4.	80 Micro	24.5
5.	Unique Homes	22.5
6.	Guns Magazine	22.4
7.	Compute!	21.1
8.	High Fidelty	20.5
9.	Cashflow	18.5
10.	Compute!'s Gazette	18.2

*excludes comics

Source: Audit Bureau of Circulations' FAS-FAX for six months ended Dec. 31, 1987

Highest cover prices

1.	Harvard Business Review	$8.50
2.	Unique Homes	$6.95
3.	American Demographics	$6.00
4.	Foreign Affairs	$5.95
5.	Traveler	$5.60
6.	The American Lawyer	$5.00
7.	The Magazine Antiques	$5.00
8.	Satellite Orbit	$4.95
9.	American Scientist, Art In America, Art & Antiques, Cashflow,	$4.75
10.	Architectural Digest, Artnews, Southwest Art	$4.50

Source: Audit Bureau of Circulations' FAS-FAX report for six months ended Dec. 31, 1987

Top magazines in single-copy sales*

1.	TV Guide	8,136,590
2.	Woman's Day	5,922,993
3.	Family Circle	4,626,893
4.	National Enquirer	3,939,661
5.	Star	3,309,999
6.	Cosmopolitan	2,571,753
7.	Penthouse	2,023,557
8.	People Weekly	1,892,969
9.	Good Housekeeping	1,680,790
10.	Glamour	1,626,699

*Excludes publisher packages and comics

Source: Audit Bureau of Circulations' FAS-FAX report for six months ended Dec. 31, 1987

Top magazines by subscriptions*

1.	Modern Maturity	16,734,801**
2.	Reader's Digest	15,636,050
3.	National Geographic	10,439,527**
4.	TV Guide	8,832,670
5.	Better Homes & Gardens	7,392,159
6.	McCall's	4,590,558
7.	Time	4,439,485
8.	GuidePosts	4,290,882
9.	Ladies' Home Journal	4,086,417
10.	Good Housekeeping	3,521,736

*Excludes comics, publisher packages and bulletins
**Membership associations

Source: Audit Bureau of Circulations' FAS-FAX report for six months ended Dec. 31, 1987

Business books battle for readers

By Gary Belsky

It's a story that any business editor would want to publish: three leading competitors, faced with an increasingly sophisticated and demanding customer, battle for dominance in their field.

But don't expect any of the Big Three business magazines to report the story. Why? Because the long-time competitors *are* the Big Three business magazines: *Business Week*, *Forbes* and *Fortune*.

In recent years, *Business Week* has made the greatest strides in total paid circulation and has posted the highest percentage gains in both subscriptions and newsstand sales.

For the last six months of 1987, *Business Week's* total paid circulation increased 8.8% from the same period in 1986, to 857,958. By comparison, Time Inc.'s *Fortune* increased 2.5%, to 658,850, while *Forbes* managed a modest 1.0% jump to 740,307.

■ *The troika's tactics are similar, despite differences in the way they cover the news*

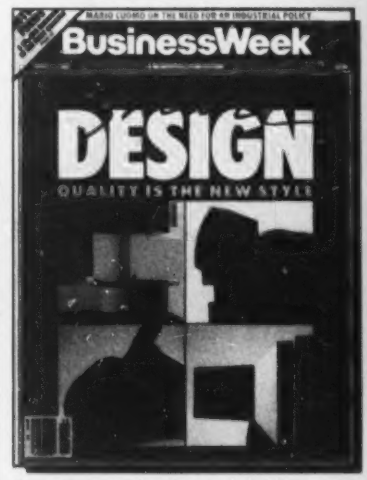
"Their problem is that they are all around 600,000 to 800,000 in circulation," says magazine consultant James Kobak, of James B. Kobak & Co., New York. "To get that last one or two subscribers, they have to keep fighting. The whole game is getting new subscribers."

The troika's subscriber tactics are similar, despite differences in the way they cover the world of business.

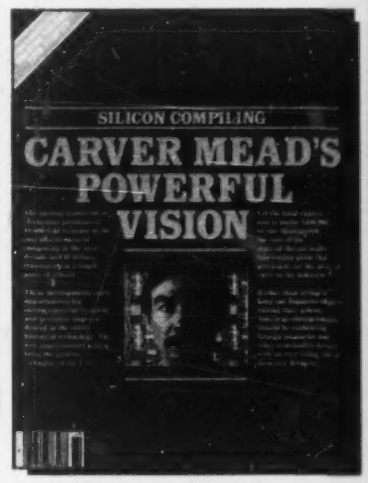
Business Week is the only weekly among the three; *Forbes* and *Fortune* are every-other-weeklies.

The three magazines' marketing strategies are based on this premise: the maturity of the market and intense competition for readers necessitates the use of stimulants such as premiums, discounts or short-term trial subscriptions, industry analysts say.

For example, *Forbes* also offer readers a short-term subscriptions of six issues for $9.75.



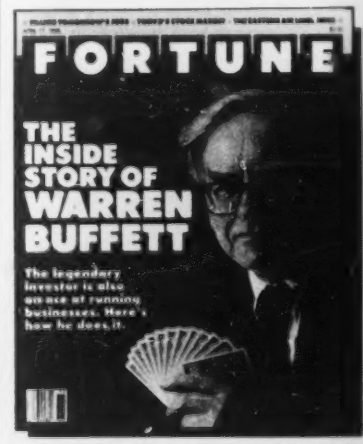
Greater use of color and boider covers have made Business Week a more visually appealing magazine.



To shed its image of being solely a magazine for investors, Forbes' expanded its business news coverage.

In large part, *Business Week's* gain in circulation has been fueled by extensive use of stimulants. According to Audit Bureau of Circulations figures for the first half of 1987, 84.8% of new *Business Week* subscriptions were sold with either merchandise or editorial premiums, or at a discount. In fact, more than half of those new

(Continued on Page S-18)

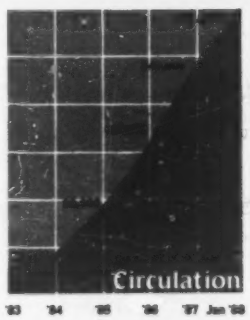

FORTUNE
THE INSIDE STORY OF WARREN BUFFETT
The legendary investor is also an ace at running businesses. Here's how he does it.

Not long ago, Fortune revamped its editorial mix and increased its emphasis on international business news.

WOULD YOU PAY $1,350 FOR A MAGAZINE?

Online Today readers already have —and they're looking for ways to spend more.

Before the average *Online Today* readers even saw their first issue, they had already spent approximately $1,350* (and often more) on their computer system and peripherals. That figure includes a subscription to CompuServe, the largest (and still growing) online information service in the country. As a CompuServe subscriber, our spender receives *Online Today*, the monthly magazine with features devoted exclusively to computers and communications.



These high-tech trendsetters are also looking for the newest and the best in electronics, stereos, cameras, cars and computer accessories. And aren't they the kind of people you want your ad to reach?

An ever-growing audience.

An ad that appears in one issue of *Online Today* is seen by almost half a million of our computer-using readers. And because CompuServe adds approximately 8,000 subscribers each month, an ad that runs for a year gets seen by even more new readers.

High-tech, high income.

According to CompuServe's September 1987 Subscriber Study of *Online Today* readers:

- **median household income is $56,500**
- **94% are college-educated**
- **94% are males**
- **87% of males are 25-55**
- **74% are in executive and professional positions or technical fields**
- **100% are computer users: 71% use their computers for both business and personal needs**
- **75% use a computer at work**
- **97% use a computer at home**

Reach the big spenders without spending the big bucks.

A buy in *Online Today* is extremely cost-effective. It's an excellent value based on such a select audience.

For a complete media kit, contact the *Online Today* representative in your area:

National Peter A. Scott, Columbus, OH (614) 457-8600
Northeast Hajar Associates, Norwood, MA (617) 769-8950
Mid-Atlantic Nelson & Ross Assoc., Inc., Hastings-on-Hudson, NY (914) 478-0491
Southeast Fox Assoc., Atlanta, GA (404) 252-0968
Southwest Hajar Associates, Dallas, TX (214) 888-1169
Midwest The Kingwill Company, Chicago, IL (312) 675-5755
West The Faust Co., Torrance, CA (213) 373-9604
Northwest Fox Assoc., San Francisco, CA (415) 989-5804

*Average price paid by CompuServe subscribers for computer, modem, communications software and Subscription Kit.

†Projected figures for CompuServe Information Service Subscribers — January 1988, BPA circulation 328,133 — June 1987.

BPA

ONLINE TODAY

Printed Monthly / Online Daily
Published by CompuServe Incorporated, an H&R Block Company

1987 U.S. circulation scorecard

(for six months ended Dec. 31, 1987)

Business Week *(North America)*		**Forbes**		**Fortune** *(North America)*	
Total circulation	857,958	*Total circulation*	740,307	*Total circulation*	658,850
% change from '86	8.8	*% change from '86*	1.0	*% change from '86*	2.5
Subscriptions	816,968	*Subscriptions*	696,001	*Subscriptions*	616,949
Single-copy sales	40,990	*Single-copy sales*	44,306	*Single-copy sales*	1,901

Source: Audit Bureau of Circulations' FAS-FAX report for six months ended Dec. 31, 1987

Ad rates and revenues for The Big Three*

Business Week $48,800		**Forbes: $40,100**		**Fortune: $43,380**	
1986 revenue	$166.6 million	*1986 revenue*	$114.0 million	*1986 revenue*	$110.1 million
1987 revenue	$217.5 million	*1987 revenue*	$128.6 million	*1987 revenue*	$122.0 million

*For a four-color, full-page ad; information only given for domestic issues.
Source: Business Week, Fortune & Forbes.

Business books battle

(Continued from Page S-14)
subscriptions were sold below the cover price. *Forbes* and *Fortune* sold 28.9% and 25.0% of their new subscriptions, respectively, at a discount.

Business Week's readership rise is a product of several factors, including an aggressive sales program and improved editorial product, observers say.

Business Week's Business Information Plan, or BIP, has greatly contributed to the magazine's success in gaining corporate subscriptions. To sell group subscriptions to corporations, a regional sales force uses a face-to-face approach in the sales calls that it makes to 1,000 businesses around the country.

"All three business magazines derive most of their subscribers from direct mail," says John M. Thornton, *Forbes'* director of circulation.

Similarly, all three use premiums. Mr. Thornton says that *Forbes* doesn't induce subscribers with "novelty" items like the competition does. However, *Forbes* does use premiums.

Malcolm Forbes' business magazine is considered the best investment magazine of the Big Three. *Forbes* offers prospective subscribers several editorial reprints, including its mutual fund survey and an article that discloses stock analysts' favorite investment stock.

"[The editorial premium] is a capsule version of what *Forbes* is about," Mr. Thornton says.

Fortune, like *Forbes*, offers customers editorial premiums, including "The Complete Fortune Financial and Tax Planner." However, like *Business Week*, the bulk of *Fortune's* premiums is merchandise. It's a practice, says *Fortune's* Publisher James Hayes, that's well received at parent company Time Inc., where such products as telephones have long been used as premiums.

Also, like *Business Week*, *Fortune* avoids what it views as frivolous premiums, reasoning that their desired subscribers—the 40-year-old male, in middle or upper-level management, with an income of $70,000 or more—wouldn't be interested in plastic phones or radios as gifts, according to Mr. Hayes.

Instead, both magazines reward new subscribers with "business related" gifts: *Fortune* offers a planner or dictionary and is currently testing sending out a business-oriented videocassette; *Business Week* gives a desktop solar calendar and also is testing an "office on the go," a small zip-up holder which contains such useful items as tape and scissors.

For all of its promotional techniques, however, industry experts attribute most of *Business Week's* success to Editor Stephen Sheperd. Mr. Sheperd has achieved what some consultants describe as an almost miraculous turnaround in *Business Week's* editorial product.

"Far and away, *Business Week* has made the greatest progress [in changing the book]," says John Gray, senior VP and director of media planning at J. Walter Thompson USA, New York. "They've done an outstanding job in redesigning. The whole editorial product says 'read me.' "

Before Mr. Sheperd became editor three-and-a-half years ago, *Business Week* was a dull, predictable read, observers say. Since then, however, the magazine has been overhauled.

(Continued on Page S-28)

JOURNAL OF ACCOUNTANCY

REAL PAID CIRCULATION
REAL SELLING OPPORTUNITIES

ABC and the Journal mean paid circulation

The Audit Bureau of Circulations (ABC) is a respected, independent organization that verifies paid circulation. The prestigious ABC logo is not applied to publications with circulations that represent future expectations, "wish lists," or over-the-transom distribution.

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The *Journal of Accountancy*'s paid cost per thousand (CPM) — $21.17 — is as straightforward and as verfiable as our ABC audit. Here's the arithmetic:

$$\$6{,}350 \overline{)\,300{,}000} \quad \$21.17 \text{ CPM}$$

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For details on the real-world selling opportunities that the Journal's ABC-audited paid circulation represents, just call Dick Flynn at (212) 575-6286, or (212) 575-3824.

JOURNAL OF ACCOUNTANCY
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Bridal magazines 'gloriously strong'

By Tim Harris

Bride's and *Modern Bride*, bookends of the bridal magazine market, often share readership, editorial content and advertisers. Unsurprisingly, advertisers buy pages in both magazines, "but there is still plenty of battling in the trenches," says Howard Friedberg, recently named publisher of *Modern Bride*.

An examination of the February/March issues of Conde Nast's *Bride's* and Cahners Publishing Co.'s *Modern Bride* reveals how this battling occurs. The ad index in the February/March issue of *Bride's* lists ads for 106 different brands of bridesmaid, mother-of-the-bride and bridal fashions. The index in the competing issue of *Modern Bride* lists 79 such advertisers.

Tim Harris is a New York-based free-lance writer.

The big bridal fashion manufacturers advertise different fashions of the same line in both magazines, allowing them to show their product effectively but without overlapping advertising costs.

For example, Ilissa Bridals, a well-known bridal designer, advertises two fashion lines in the February/March issue of *Modern Bride* In the competing *Bride's*, the designer features different dresses from the same line.

Following a variation on this strategy is Jessica McClintock, which alternates ads by issue date. The February/March issue of *Bride's* features McClintock's Signatures Bridal Collection; the same line is presented in the April/May issue of *Modern Bride*. This process, according to Mr. Friedberg, is called rotating ads. "It's really a question of funding. Essentially, for these companies [rotating ads] is the best of both worlds." He says the process is also cost-efficient, making the most sense for companies who have smaller ad budget. By alternating its advertising between the two magazines by issue date, companies can also keep from duplicating ads.

Bride's touts its annual groom's issue in its April/May magazine.

This month Modern Bride offers its readers an 11-page reception planning guide.

With the availability to advertise in both books, companies also can exert a stabilizing influence on already sky-high advertising prices. According to Mr. Friedberg, "A four-color, full-page ad in *Modern Bride* costs a company $20,000. It's expensive on a CPM basis." Comparatively, a four-color, full-page ad in *Bride's* costs $21,220.

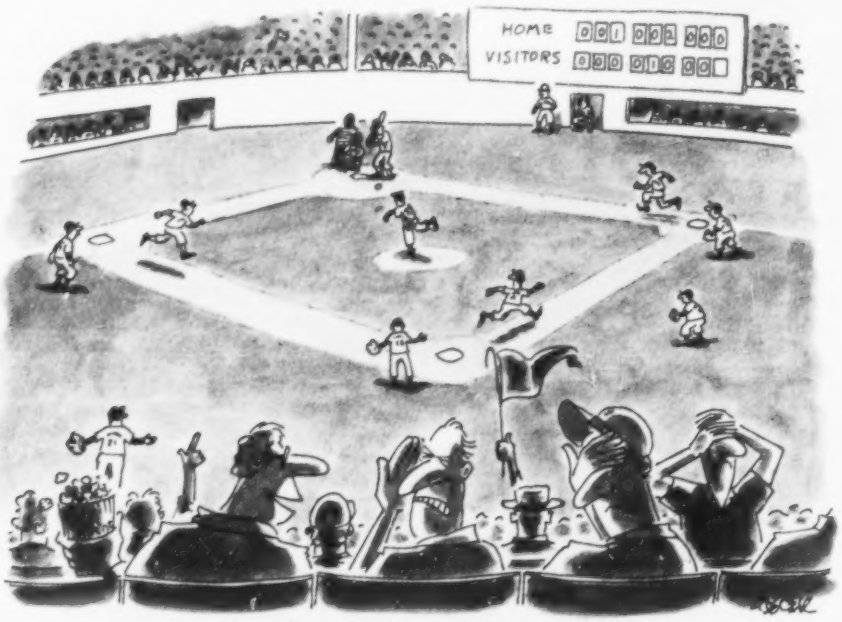
(Continued on Page S-24)

1987 U.S. circulation scorecard

(for six months ended Dec. 31, 1987)

Bride's		Modern Bride	
Total circulation	371,019	*Total circulation*	324,449
% change from '86	5.5	*% change from '86*	3.6
Subscriptions	47,412	*Subscriptions*	37,316
Single-copy sales	323,607	*Single-copy sales*	287,133

Source: Audit Bureau of Circulations' FAS-FAX report for six months ended Dec. 31, 1987



"Relax! Street & Smith says he's an easy out."

DRIVE YOUR MESSAGE HOME.

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New bridal magazine marching south

Pace Communications, Greensboro, N.C., is depending on the strong regional identity among people who live in the South to help *Southern Bride* compete against *Modern Bride* and *Bride's* for advertisers and newsstand sales.

"The power of the Southern identity is difficult to understand if you're not from the South," says Publisher Bonnie McElveen-Hunter. "But there's a fraternity in the South, a sense of belonging."

The power of this identity is behind the successes of *Southern Living* and *Southern Accents*, according to Ms. McElveen-Hunter. "It's a unique market."

The every-other-monthly premiered March/April and is aimed at brides-to-be in 17 states. "The 17 states we define as Southern have about 43% of the weddings [in the country]," says Ms. McElveen-Hunter.

Initial newsstand distribution of *Southern Bride* was concentrated in the South with token availability in Chicago, Los Angeles and New York.

In its first issue, the magazine carried 116 pages of advertising. "It's a real vote of confidence from advertisers," she says.

Bill Levkoff, a well-known brides' maid and prom dress designer who advertises heavily in *Bride's*, bought 27 pages of ads in the magazine's premiere issue. An additional ten pages were placed by Mendicino, another New York-based wedding and prom fashion designer.

Ms. McElveen-Hunter says the second issue carries comparable advertising pages while "the third issue has double the number of ad pages than the premiere issue did."

A four-color, full page ad costs $9,688 per issue. Accord-

(Continued on Page S-24)

Bridal magazines

Future competition between 'Modern Bride' and 'Bride's' is expected to be most intense in the area of attracting and servicing advertisers.

(Continued from Page S-22)

Eliot Marion, publisher of *Bride's*, tries to distinguish the magazine from *Modern Bride* in a publisher's memo that accompanies the 912-page February/March issue. He writes, " . . . the February/March 1988 issue puts *Bride's* . . . in a class by itself"; the issue has 704 pages of paid advertising, a record for a single-issue consumer magazine.

However, to the consumer, there may be little difference between the two books. "The magazine with the cosmetics ads is *Bride's*," says Mr. Friedberg. " . . . Otherwise, if you switched the covers, you'd have a hard time telling the magazines apart."

There is, indeed, much editorial, circulation and advertising duplication between these magazines. For example, the 698-page February/March issue of *Modern Bride* has such departments as "Wedding Planning," "Setting Up Your First Home" and "Honeymoon Travel." The competing *Bride's* has similar departments: "Planning Your Wedding," "Your Home Together" and "Travel."

The balanced, head-to-head competition between these magazines also carries over to circulation. According to the Audit Bureau of Circulations' FAS-FAX report, *Bride's* total circulation for the six-month period ending Dec. 31, 1987, was 371,019, about 50,000 larger than *Modern Bride's* total circulation for the same period.

For both magazines, about 87% of total sales for the six-month period came from single-copy sales. "There is huge duplication. Once a woman identifies herself as a bride, she'll probably buy both," says Mr. Friedberg.

Each magazine keeps the same reader for the same nine-to-12 month period. "A bride will stay with us the length of her engagement," says Mr. Marion. "Then, some buy the next issue after the wedding, while they decorate the bedroom and buy flatware."

These two magazines share many advertisers. Indeed, within certain industries advertisers recognize that they have to buy space in both magazines or they risk missing the customer completely.

"We have a transient audience, and we can give them three or four impressions [of a product]," says Mr. Friedberg. "Companies such as Wedgwood know that once they've captured a bride, she keeps buying

(Continued on Page S-30)

South

(Continued from Page S-22)

ing to the publisher, Pace will institute a group buy program starting next year which will include *Inflight* magazine. By establishing this network, the company anticipates travel advertisers to buy in both *Southern Bride* and *Inflight*.

To put a distinctly Southern foot forward and to attract readers, the magazine uses an editorial approach that is both upper-crust and regional.

The premiere issue features photographs of Southern couples at their wedding receptions; one article interviews newlyweds adjusting to married life during the groom's third year of law school. "We call this our *Town & Country* approach," says Ms. McElveen-Hunter.

Also, says Editor Alex Gant, "We want our cover to be softer, sweeter [than *Modern Bride* and *Bride's*].

"Women down here read the national magazines but are not necessarily able to head off to Macy's to buy some featured earrings. But we refer to what's available in our reader's backyard," she says.

She describes the setting of the magazine's bridal fashion pictorials as " . . . deliberately, ridiculously Southern." In these pictorials, featured bridal gowns range in price from $450 to $9,000, and one train costs $7,000.

Finally, while *Bride's* touts an annual grooms issue, "[*Southern Bride*] calls the groom the ultimate accessory," says Ms. Gant.

Ms. McElveen-Hunter says that the magazine has distributed 170,000 issues for each of the first three issues, and depending on the sell-through with distributors, the number may climb.

Tim Harris

How bright is America's

One hundred eight of the 1987 *Inc.* 500 listing of America's growing small businesses have their roots – and headquarters – in the Midwest.

More than a quarter of *Venture's* 100 fastest growing franchisor companies are from our region.

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From the *Business Week* 1000 to *Fortune* 500 to all the *Forbes* lists of powerful companies public and private, it's clear that America's bright economic future is tightly intertwined with the twelve states of the Midwest.

If you didn't know this before, it's because the Midwest never had a spokesman before. Now we do.

Midwest Living™ gives the Midwest its own magazine, devoted to the enduring values and lifestyles of America's Heartland. By reporting our region's bests . . . travel, homes, foods, gardens, restaurant and entertainment discoveries . . . as well as featuring the people shaping the Midwest's exciting future, *Midwest Living* has gone further faster than any

Midw

Readers find 'Utne' a solid alternative

Last year, *Utne Reader*, a national, every-other-monthly digest, decided that it was time to increase its circulation base. The Minneapolis-based book started accepting ads.

Since opening to advertisers in May/June 1987, the magazine's total paid circulation has jumped 50% to 75,000, according to Mike Tronnes, ad manager. And, 1987 marks the first year the book has been audited by the Audit Bureau of Circulations.

The *Utne Reader*, which tags itself "the best of the alternative press," was founded in 1983 by Eric Utne, publisher, and compiles news and opinions from such publications as *The American Spectator*, *Harper's Magazine*, *The Nation*, *The Progressive*, *Rolling Stone*, *Spy* and *Village Voice*.

Articles appearing in past issues have included: "A view from Chicago: Mike Royko on Jesse Jackson," "Start making sense: David Byrne's thoroughly post-modern dilemma," "The CIA's role in Nelson Mandela's imprisionment" and, most recently, "High-risk high tech: Who decides how it is used?"

"[*Utne Reader*] looks at issues and how they affect people politically, socially and personally," says Mr. Tronnes.

With the current March/April issue, the magazine increased the size of the book, upgraded its paper stock and began using four-color. The changes, according to Mr. Tronnes, were made to accomodate advertisers that previously had to produce ads to fit the digest's non-standard size.

NICARAGUA'S ECOLOGY
UtneReader
The best of the alternative press
ARE YOU PLAYING WITH YOUR HEALTH?
How To Choose What To Use

'The best of the alternative press' recently increased the size of the magazine to accomodate advertisers.

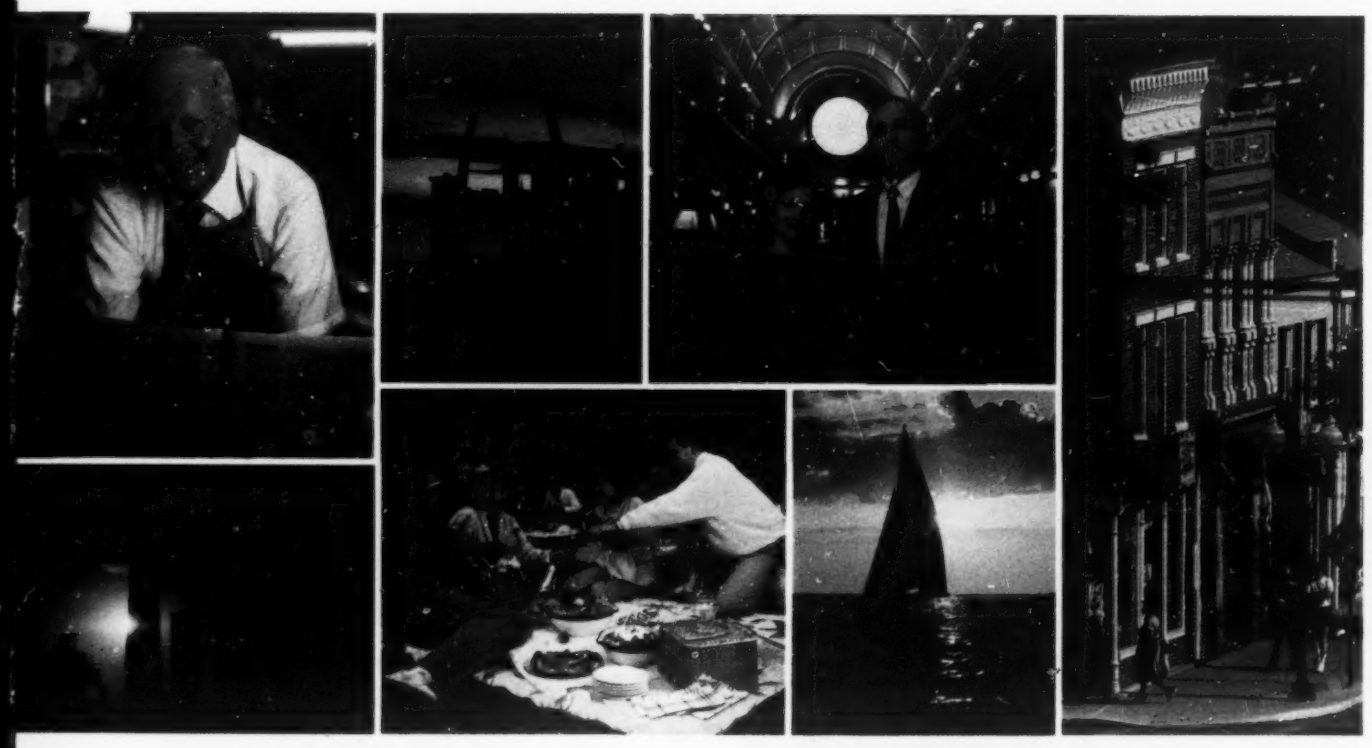
The results so far have been encouraging for the two-person ad department. "Out of 86 advertisers that bought ads in first three issues [since opening the book to advertising], 65 reran their ads by the following year's May/June issue . . . " The May/June 1988 issue carries 18 pages of advertising.

" . . . I think we've come pretty far in one year. We're starting to attract more recognizable national advertisers, and as our circulation approaches 100,000, it should pick up even more," says Mr. Tronnes.

National advertisers include Barnes & Noble, Bantam Books, National Public Radio, Quality Paperback Book Club and Vantage Press.

"The one point I try to get across when talking to advertisers is that they're able to reach a really special reader," says Mr. Tronnes. "Our readers are concerned in personal growth and society. Ninety-three percent of those who read the magazine are college-educated."

(Continued on Page S-30)



midwestern future?

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Databank — Magazines

1987-88 consumer magazine acquisitions and start-ups

Publishing company/ceo	Address	Acquisitions	Start-ups
ABC Publishing (includes Hitchcock Publishing Co.) Robert G. Burton, president/ceo	825 7th Ave. New York, N.Y. 10019 (212) 887-8540	***Personal Publishing***—acquired from an independent publisher in May 1987.	***Musical America Bimonthly***—premiered Sept. 1987; published six times a year, to seven times a year in 1988. ***IBM PC Magazine***—premiered June 1987; published six times a year.
Advance Publications Samuel I. Newhouse Jr., chairman	350 Madison Ave. New York, N.Y. 10017 (212) 880-8800	***Details***—acquired from Alan Patricof Associates, a New York-based venture capital group, in Jan. 1988.	
Cahners Publishing Co. Terrence E. McDermott, president, magazine division	275 Washington Ave. Newton, Mass. 02158 (617) 964-3030	***Modern Bride***—acquired from Diamandis Communications Inc. in Dec. 1987. ***Variety***—acquired from Variety Inc. in Oct. 1987.	
Century Publishiag Co. (includes World Publishing) Norman Jacobs, president	1020 Church St. Evanston, Ill. 60201 (312) 491-6440		***Hockey Digest NHL Preview Yearbook***—premieres Oct. 1988; published once a year. ***Basketball Digest NBA Pro Preview Yearbook and Basketball Digest College Preview Yearbook***—premiered Oct. 1987; published once a year. ***Video Marketplace***—premiered Sept. 1987; published six times a year. ***Football Digest NFL Preview Yearbook and Football Digest College Preview Yearbook***—premiered June/July 1987; published once a year. ***Baseball Digest Yearbooks***—premiered Jan. 1987; published consecutively four times a year.
The Conde Nast Publications (includes Street & Smith's Sports Group) Bernard H. Leser, president	350 Madison Ave. New York, N.Y. 10017 (212) 880-8800		***Street & Smith's Pro Basketball***—premieres Sept. 1988; published once a year. ***Conde Nast's Traveler***—premiered Sept. 1987; published monthly.
Crain Communications Mrs. G.D. Crain Jr., chairman	740 Rush St. Chicago, Ill. 60611 (312) 649-5200	***Metropolitan Detroit***—acquired from Metropolitan Communications, Inc. in Oct. 1987 and merged with ***Detroit Monthly***.	
Diamandis Communications Inc. Peter G. Diamandis, president/vp-pres/ceo	1515 Broadway New York, N.Y. 10036 (212) 719-6000		***New Families***—premieres June/July 1988; published as insert in ***Woman's Day***; stand-alone date not yet determined. ***Memories***—premiered Jan. 1988; published twice a year, then to quarterly in 1989.
Fairchild Publications Philip J. Meek, president	7 East 12th St. New York, N.Y. 10036 (212) 741-4390		***Travel Today***—premiered Jan. 1988; published weekly. ***Scene***—premiered in March 1987; published six times a year.
Family Media Jeremy Grayzel, president/ceo	3 Park Ave. New York, N.Y. 10016 (212) 340-9200	***Taxi***—acquired from Taxi Publishing Inc., Jan. 1988. ***Discover, Science Digest***—acquired from Time Inc. in July 1987.	***Model***—premieres July/August 1988; joint venture with Times Mirror Magazines Inc.; published 10 times a year.
Hearst Magazines Gilbert C. Maurer, president	959 8th Ave. New York, N.Y. 10019 (212) 649-2000		***Good Housekeeping's Victoria***—premiered March 1987; published quarterly and will be published five times by yearend 1988.
Knapp Communications Corp. Cleon T. Knapp, chairman/ceo	140 E. 45th St. New York, N.Y. (212) 687-6855		***KETC***—premiered Jan. 1988; published 12 times a year for public broadcasting members.
Larry Flynt Publications Larry Flynt, ceo	9171 Wilshire Blvd. Beverly Hills, Calif. 90210 (213) 858-7100	***Analog, ST Analog***—acquired from an independent publisher in April 1988. ***Running Times***—acquired from an independent publisher in June 1987. ***Supercycle***—acquired from an independent publisher in March 1987.	***Autotech***—premiered March 1988; a joint venture with Italian publisher Publiamo; published monthly. ***Men's Look***—premiered April 1987; published monthly.
Meredith Corp. (includes Special Interest Publications) James A. Autry, president, magazine group	1716 Locust St. Des Moines, Iowa 50336 (515) 284-3000	***Cross Stitch & Country Crafts***—acquired from Craftways Corp. in March 1988.	***Midwest Living***—premiered April 1987; published six times a year. ***Grandparents***—premiered Jan. 1987; published 13 times a year.
Murdoch magazines John B. Evans, president, magazine division	500 Plaza Dr. Secaucus, N.J. 07096 (201) 902-2000	***In Fashion and Sportswear International***—acquired from VSI Publishing in Feb. 1988.	***Premiere***—premiered July/August 1987; joint venture with Hachette Publications; published monthly.
The New York Times Co. Magazine Group William T. Kerr, president	229 W. 43rd St. New York, N.Y. 10036 (212) 556-1234	***Child***—acquired from Child Magazine Publishing, Inc. in May 1987.	***Snow Country***—premiered Feb. 1988; published monthly.
Penthouse International Robert C. Guccione Sr., chairman	1965 Broadway New York, N.Y. 10023 (212) 496-6100	***Saturday Review***—acquired from Manhattan Media Corp. in Oct. 1987.	***Longevity***—premieres fall 1988; published monthly.
Reader's Digest Association George V. Grune, chairman/ceo	Reader's Digest Rd. Pleasantville, N.Y. 10570 (914) 238-1000	***50 Plus***—acquired from Whitney Communications in Jan. 1988. ***The Family Handyman***—acquired from Maxwell Publications in Dec. 1987.	
Rodale Press* Robert Rodale, chairman	33 E. Minor St. Emmaus, Pa. 18098 (215) 967-5171	***Backpacker, Adventure Travel and Ski XC***—acquired from Diamandis Communications Inc. in Jan. 1988. ***American Woodworker***—acquired from an independent publisher in Nov. 1987. ***Mountain Bike***—acquired from an independent publisher in Sept. 1987. ***The Runner***—acquired from DCI in Jan. 1987 and merged with ***Runner's World***.	***Men's Health***—premiered Feb. 1987; published twice a year, to quarterly in March 1988.
Time Inc. Reginald K. Brack Jr., president/ceo magazine group	1271 Avenue of the Americas New York, N.Y. 10020 (212) 522-1212		***Cooking Light***—premiered Feb. 1987; published six times a year.
Times Mirror Magazines Herbert K. Schnall, chairman, magazine division	380 Madison Ave. New York, N.Y. 10017 (212) 687-3000	***Field & Stream, Home Mechanix*** and ***Skiing*** and ***Yachting***—acquired from Diamandis Communications Inc. in Dec. 1987.	***Model***—premieres July/August 1988; joint venture with Family Media; published 10 times a year.
Whittle Communications H. Christopher Whittle, chairman	505 Market St. Knoxville, Tenn. 37902 (615) 595-5100		***Special Reports***—premieres Oct. 1988; six magazines published quarterly. ***Tennessee Illustrated***—premieres Spring 1988; published six times a year. ***Pursuits***—premiered Jan. 1988; published quarterly. ***Go! (Girls Only)***—premiered Sept. 1987; published three times a year. ***Southern Style***—premiered July 1987; published six times a year.
Working Woman/McCall's Group Dale W. Lang, president	230 Park Ave. New York, N.Y. 10169 (212) 551-9500		***America Entertains***—premiered March 1988; published quarterly through 1989, then to 10 issues a year. ***Working Woman Weekend***—premiered Nov. 1987; published twice a year, then quarterly in 1989.
Ziff Corp. Kenneth H. Koppel, president	One Park Ave. New York, N.Y. 10016 (212) 503-3500		***PC Computing***—premieres Aug. 1988; published monthly.

Chart does not list single-publication companies or trade magazines.

**Practical Homeowner* on block.

Source: ADVERTISING AGE

Men's mags

(Continued from Page S-2)
carts too," says Mr. Jones.

GQ's ad revenues grew from $33.2 million in 1986 to $36.7 million in 1987. A four-color, full-page ad in *GQ* costs $21,950. Comparatively, *Esquire's* cost for a four-color, full-page ad is $27,200.

To meet its guaranteed subscriber rate base, *Esquire* has been sending issues to 40,000 people whose subscriptions have expired, according to the ABC. Further, the magazine has been discounting its subscription price.

For the first six months of 1987, nearly 80% of *Esquire's* 213,000 new subscriptions were discounted. By comparison, *GQ* discounted less than 15%.

GQ, like other Conde Nast Corp. properties, is driven by single-copy sales. With virtually no consumer advertising or mailings, readers are exposed to *GQ* at the newsstand, and has more than twice the single copy sales of *Esquire*.

One of the reason for passing *Esquire* in single copy sales is *GQ's* aggressive move into supermarkets. "Specifically," says Mr. Kliger, "we got pockets at the '10 items or less' checkout lanes."

GQ, which offers no discounts except to the trade, has primed subscription sales by increasing insert card production, Mr. Kliger says. The magazine's subscriptions, in fact, did increase from 270,942 for the last six months of 1986, to 305,709 one year later. The increases, Mr. Kliger says, come despite a hike in cover price from $2.50 to $3.00, and without offering any incentives. "That showed people were going to buy this magazine, regardless," he says.

'People'

(Continued from Page S-4)
even breaks out its best and worst selling covers. Big sellers: Elvis Presley and Madonna. Worst sellers: Alan Alda and Patrick Duffy.

"Because *People* can go to press faster than we can, they take advantage of what we call the "dead celebrity index," says Ms. Holton. In fact, *Us* not only wants cover subjects that are alive, but ones that are young, beautiful and perky. According to Ms. Holton, "We are into giving the reader a positive, intimate look at someone, not an uncovering of their foibles."

Indeed, *People* was recently chastised by *New York Times* humor columnist Russell Baker for publishing a recent string of "feel-bad" covers, including model Margaux Hemingway and her recovery from alcoholism, and President Kennedy's affair and mob connections.

However, the occasional "feel-bad" cover hasn't hurt *People's* newsstand and supermarket sales. For the six months ended December 1987, *People* sold 1.8 million single copy sales, an 8.8% increase from the same period in 1986.

As for *Us*, it sold 405,600 single copies, only a 5% increase for the same period in 1986.

"If there is a trend, newsstands sales will tell us about it; we will know about it quickly. The trend [Russell Baker] pointed out won't be forever," says Mr. Elliman. "We've become more news directed [on covers]. Fan covers don't work as well as they used to. One look at our sales numbers tell us fan covers are not necessarily a good idea."

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'Lear's second issue off and running

For a new magazine, the second issue is as important as the first. If advertising pages drop off too drastically it could mean trouble. If *Lear's* second issue is any indication, the magazine for women over 40 has a bright future. Still, it's too early to call *Lear's*, published every other month, a runaway success.

After running 76 advertising pages in its debut March/April issue, *Lear's* second May/June issue has weighed in with 46 ad pages, a drop of about 40%. Michele Magazine, publisher of *Lear's*, says a start-up is considered to be "doing well" if the second issue carries 50% of the first issue's ad pages.

"The reader reaction shows we are striking an emotional chord in readers, and we are getting the same reaction from advertisers and [ad] agency people," says Ms. Magazine. "We are getting lots of white mail, that's when readers send in their money without even finding a subscription card."

In addition to new advertisers, Lear's says its second May/June issue carries 46 pages of ads.

With a rate base of 200,000, *Lear's* distributed 475,000 copies of the first issue, which completely sold out on newsstands in Los Angeles and New York. Ms. Magazine estimates the first issue sold 125,000 on newsstands, 350,000 were subscriptions.

Of the magazine's total distribution, 25,000 copies of *Lear's* were sent free to selected "upscale households," a practice, Ms. Magazine says, that will continue at least through 1988. With reader reaction strong, Ms. Magazine says *Lear's* will publish 10 issues in 1989. A rate base increase is also being considered for the September/October issue, she says.

Lear's launch was helped by the massive pre-launch publicity owner Frances Lear was able to generate. Surprisingly, *Lear's* leading advertising category is automotive, with ads in the second issue from BMW, Lincoln-Mercury and Buick. Traditionally, women's magazines have drawn most strongly from fragrance and apparel advertisers.

The second issue is also picking up new advertisers such as Mikomoto jewelry and the Spain National Tourist Office. The magazine's July/August issue will be a "soft month" for advertising, but Ms. Magazine says it, too, will carry new advertisers.

Patrick Reilly

Fast track

(Continued from Page S-8)
travel clocks.

Michele Jones, *Working Woman's* circulation director, credits the Time Inc. relationship with part of her magazine's success in single-copy sales. The magazine uses the Time Distribution Service to keep issues in high-visibility locations, a prime factor for newsstand sales, she says.

Ms. Jones says perseverance is the key to success. "No matter what product you're trying to sell, the name of the game is to find something that works and then constantly test to see if you can find something better. You can never be satisfied with your results. You always have to get the price up another 50¢, get the term a few issues longer. It's like 'How do you get to Carnegie Hall?'—practice, practice, and just when you think you have a winning combination, you're out there in your next mailing trying to beat it again."

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50 PLUS readers are among the younger, more well-to-do, well-educated segment of this lucrative market:

- median age: 62
- household income average: $35,900 (with only 2.1 people per household)
- average net worth = $188,500
- 46% attended/graduated college
- 91% own their own home, 55% with no outstanding mortgage
- 90% have taken domestic trip/last 12 months
- 41% have taken foreign trip/last 3 years
- 97% own at least one automobile, 30% a standard or luxury model

For more information on how to efficiently and effectively reach these active consumers contact:

RICHARD THORNE,
Associate Publisher/Advertising
(212) 715-2781

or LISA HULITZKY,
Research Director
(212) 715-2653.

50plus
850 THIRD AVENUE, NEW YORK, NY 10022

Business

(Continued from Page S-18)
Physically, a greater use of color and bolder covers have made a transformed *Business Week* into a much more visually appealing magazine. Editorially, the magazine has established several new departments and overhauled old ones.

"The whole theory behind this is that business isn't dull," says Mr. Sheperd.

At *Fortune*, the arrival of Marshall Loeb as editor in 1986 precipitated a change in the magazine's editorial approach. In fact, the change was more a return to days of old, says Mr. Hayes. "At one point a conscious effort was made to run more stories and shorter stories. Marshall is pushing the magazine back to its roots."

Cover stories—like an article on the Vatican's finances that appeared in *Fortune's* Dec. 21 issue—highlight what Mr. Hayes describes as the magazine's increased emphasis

(Continued on Page S-30)

Business

(Continued from Page S-28)

on international business news. And *Fortune* claims editorial victory because of the attention it gets in the press. According to Burrelle's Press Clipping Service, Livingston, N.J., *Fortune* had 23,621 mentions in other publications last year. By comparison, *Forbes* was quoted 13,246 times, while *Business Week* was noted 8,830.

Forbes, too, has changed its editorial product. Recent years have seen the addition of marketing and careers coverage, says Editor James Michaels.

One goal at *Forbes* has been to shed the image of being solely a magazine for investors. "We're always writing for the business generalist," says Mr. Michaels. "But when you're talking to top management, as we are, investing is a part of their world so we cater to that."

Nonetheless, the magazine's attention to companies, moneymakers and losers alike is what attracts many readers. According to Robert Melnick, a 27-year-old New York stock analyst, "*Business Week* might do a story about 'Company X' telling you why it was taken over. But *Forbes* would have done a story two months earlier, telling you why 'X' was an attractive company. *Fortune* might to a sweeping trend story that would include something relevant to Company X or its industry."

Bridal

(Continued from Page S-24)

the product. And if they miss a bride while she's making these buying decisions, they won't have a chance to sell her for another 20 years."

Besides battling for so-called table-top product buyers, companies also compete in the travel and travel-related areas. To compete for these advertisers, both books create special travel-information vehicles geared to newlyweds. These supplement the regular travel sections of each magazine.

Modern Bride publishes an "Official Honeymoon Planning Guide" each year. "It's a mega-page section for us," says Mr. Friedberg. "Then Eastern [Airlines] packages the section as a brochure and sends it to travel agents." The *Modern Bride* ensignia is on some of these brochures.

Mr. Marion says *Bride's* follows only *Travel & Leisure* in the number of travel ad pages it carries. " 'Our World Travel Guide' is our most popular section." This annual feature carries 120 pages of travel destinations, which *Bride's* repackages as a brochure and distributes to travel agencies, according to Mr. Marion.

Overall, advertising in both books was very healthy in 1987. Ad pages in *Bride's* totalled 2,476 in 1987, up 18.2% from 1986, according to published reports. *Modern Bride* had 1,993 pages, up 12.8% from 1986.

"We are number-nine among all publications [in total ad pages]. The only women's magazine we didn't beat was *Vogue*.," says Mr. Marion.

Future competition between *Bride's* and *Modern Bride* will probably be most intense in the area of attracting and servicing advertisers. Competition to boost circulation will be comparatively moderate, according to Mr. Friedberg.

He says that a magazine can't expect to continually offer premiums to push up circulation. "Circulation expands only when there are more brides or more brides with the means to make purchases," says Mr. Friedberg.

As a result, the promotions these magazines undertake regionally with advertisers may become an increasingly important tool for servicing customers, according to Mr. Friedberg.

Neither *Bride's* nor *Modern Bride* publish regional editions.

In the last two years, for example, *Bride's* has staged a number of fashion shows at shopping malls. "We work with retailers who carry our advertisers' bridal fashions and produce the events of the winter and summer season," says Mr. Marion.

Modern Bride also employs a staff that travels the country, coordinating bridal events that focus on the gift registry. "These combine fashion shows and vendor demonstrations," says Mr. Friedberg. "For us, the key participants are the table-top people." *Modern Bride* sponsored 200 such events last year, he says.

Mr. Friedberg and Mr. Marion agree that circulation and ad revenues for the two magazines will probably continue to grow, however, the reasons they give for the increases vary.

"There aren't any more marriages or first marriages than five years ago but our circulation is up. We think it may be a renewal of interest in marriage etiquette," says Mr. Friedberg.

"For health reasons," says Mr. Marion, "more people are conservative and have a relationship with a single person. Then they say, 'Why not get married?' "

Even without these societal trends, both books are expected to enjoy steady growth. According to Mr. Friedberg, "It's not a huge market. But it's nearly problem-proof. Companies know our readers have a buying deadline, so they hit them, and then the next batch comes in. The market is gloriously strong."

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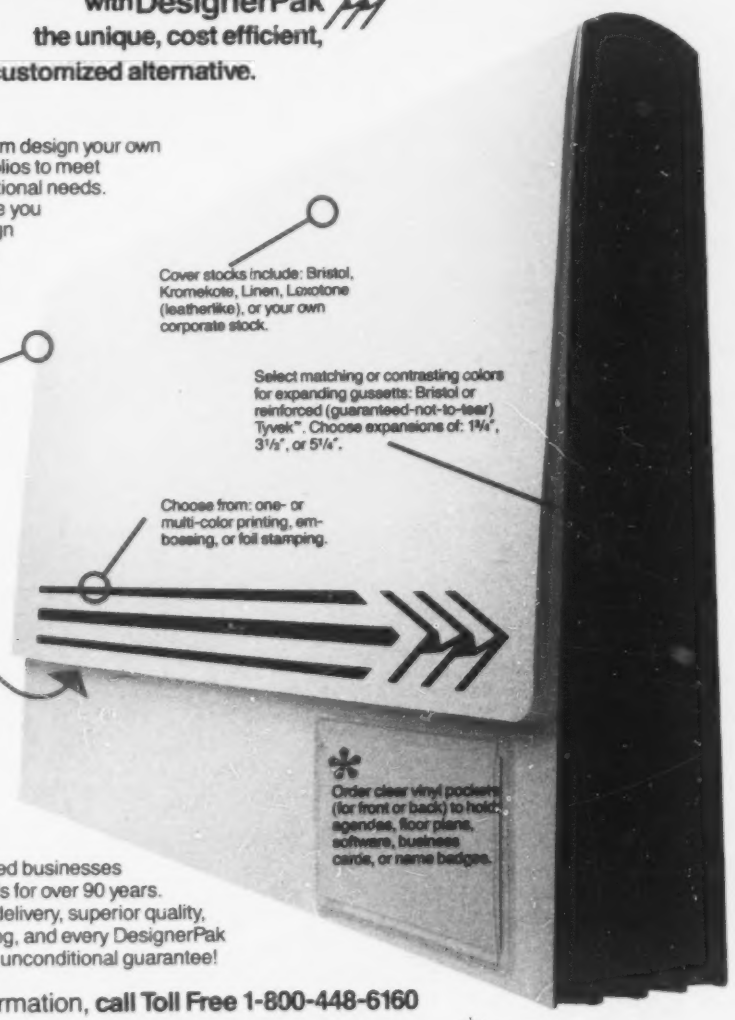

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'Utne'

(Continued from Page S-25)

Utne has also commissioned Simmons Market Research Bureau, New York, to better profile their readers in product usage. "*Utne's* kind of a general-interest magazine so you really need the research to sell with advertisers," says Mr. Tronnes. "We're spending about $15,000 on this study to show advertisers [who *Utne's* readers are]." The results of the study will be available in early summer.

In addition, *Utne* has set up advertising supplements within its covers. "Off The Newsstand," which runs in every issue, is a showcase for publishers who wish to offer sample copies of their magazine or journal. For $210 per issue, "Newsstand" is "a cost-effective way for publishers to increase their circulation," according to *Utne*.

The supplement features the publication's cover, a short description of the magazine, subscription costs and frequency. Magazines from *American Forests* to *Harper's* advertise in this supplement.

What is unusual about these supplements is that some of the advertisers are considered competitors of the magazine. But, according to Mr. Tronnes, many of the magazines are smaller and specialized, and he has no worries that they might pull subscribers away from *Utne*.

"It's in our interest for people to read these smaller magazines. We appeal to people who are interested in the different perspectives these kind of magazines offer," he says. "Smorgasbord," published twice a year, is another ad supplement for those companies and organizations offering products, services and ideas. Recent advertisers include Audio Forum and Banana Republic. Ad rates are $350 per issue.

The magazine is getting noticed, says Mr. Tronnes, citing the recent nomination for general excellence for publications under 100,000 circulation by American Society of Magazine Editors. The winner will be announced April 27.

Anita M. Busch

Associate editor Anita M. Busch coordinated this report on Magazines.

Coming

Next week ADVERTISING AGE's Special Report will focus on **Travel Marketing.**

March consumer magazine ad linage

	Current month 1988	1987	Year-to-date 1988	1987
■ Auto/cycle/rec. vehicles				
ATV Sports	30.8	37.9	86.9	125.8
Autoweek (52X)	142.9	174.4	436.9	401.9
Car & Driver	108.0	79.7	290.6	251.9
Car Collector & Car Classics	15.9	14.6	53.0	46.4
Car Craft	85.5	90.2	201.2	203.3
Circle Track	84.8	111.8	235.1	212.5
Cycle World	63.2	80.0	125.1	151.9
Dirt Rider	48.2	33.7	104.8	96.4
Dune Buggies & Hot VWs	70.7	70.5	204.6	217.1
Family Motor Coaching	195.0	187.1	549.5	485.5
4 Wheel & Off-Road	89.8	82.8	217.0	209.4
Four Wheeler	83.0	69.0	233.0	222.0
Hot Rod	88.3	83.5	245.1	188.8
Motorcyclist	57.1	70.9	109.9	117.4
Motor Trend	78.1	90.8	221.0	195.3
Motorhome	86.2	78.9	249.6	231.1
Rider	42.7	44.4	99.2	105.9
Road & Track	109.5	92.3	318.7	253.6
Trailblazer	48.2	39.0	130.7	111.0
Trailer Life	102.0	109.2	267.4	283.8
Total Group	**1,629.9**	**1,640.8**	**4,383.3**	**4,111.0**
% change	**-0.7%**		**6.6%**	
■ General				
American Health (10X)	90.5	88.0	160.0	152.2
American Heritage (6X)	33.9	—	70.3	25.9
American West (6X)	—	—	—	—
The Atlantic A.	45.3	34.3	146.0	92.3
Bon Appetit A.	73.9	86.4	210.1	230.7
Cable Guide	31.9	24.2	86.2	70.1
Changing Times	73.7	74.7	184.0	198.6
Conde Nast's Traveler	54.2	—	136.1	—
Connoisseur	107.3	65.7	216.7	172.8
Consumers Digest (6X)	25.8	26.3	43.3	53.8
Ebony	87.0	82.1	286.8	261.6
Fifty Plus	36.4	39.5	98.9	127.1
Food & Wine	51.4	46.2	142.0	136.1
Games (6X)	18.8	20.7	35.0	34.2
Golden Years	—	—	—	—
Gourmet	97.7	104.3	264.0	252.5
Harper's A.	34.0	32.5	92.0	88.5
Harrowsmith (6X)	59.2	50.2	124.2	104.6
Let's Live	44.0	50.0	141.0	139.0
Life	38.8	39.5	120.6	127.9
Mature Outlook	—	—	—	—
Modern Maturity (6X)	—	—	38.9	50.6
Money	133.2	133.3	340.8	354.2
Money Maker	—	—	8.0	—
Mother Jones (9X)	—	—	32.3	37.2
National Geographic	28.5	17.2	78.5	47.8
National Geographic Trvlr(4X)	34.0	44.3	34.0	44.3
Natural History	37.4	38.1	112.6	116.4
Prevention	53.9	64.8	172.8	206.4
Psychology Today	31.3	36.7	94.7	100.3
Reader's Digest A.	110.5	88.8	264.6	231.6
Saturday Evening Post (9X)	37.5	40.0	76.4	83.9
Smithsonian	91.6	92.6	282.4	224.3
Sylvia Porter's Personal Finance (10X)	39.7	48.3	94.7	117.7
Town & Country	—	—	—	—
Travel-Holiday	68.5	84.9	170.5	179.6
Travel & Leisure	134.1	123.9	308.8	261.3
Vanity Fair	109.6	72.1	215.0	140.2
Writer's Digest	32.0	27.0	85.4	78.1
Yankee	67.4	77.7	236.6	223.5
Total Group	**2,013.1**	**1,854.3**	**5,224.1**	**4,765.2**
% change	**8.6%**		**9.6%**	
■ Home				
Americana (6X)	20.9	21.2	37.5	35.7
Architectural Digest A.	156.6	128.1	408.3	295.4
Better Homes & Gardens	121.7	129.5	300.9	275.7
Colonial Homes (6X)	67.2	67.0	135.4	142.7
Columbus Monthly-Homes (4X)	—	—	30.2	22.6
Country Home (6X)	60.8	51.8	102.7	88.0
Country Living	89.0	85.2	227.2	227.3
Family Handyman (10X) A.	44.7	63.7	133.3	150.9
Florida Home & Garden	62.2	41.3	159.8	112.8
Flower & Garden (6X)	—	—	54.4	51.8
Home	48.7	41.6	154.5	144.2
Home Mechanics	57.5	58.7	135.8	163.8
The Homeowner (10X)	44.2	47.5	87.8	88.0
Horticulture	44.1	38.9	139.6	114.6
House Beautiful	74.0	85.1	183.3	184.3
House & Garden	111.9	93.1	242.6	231.0
Houston Home & Garden	52.2	54.7	164.0	174.6
Metropolis	61.9	56.0	117.7	119.8
Metropolitan Home	75.3	61.6	210.8	156.3
1,001 Home Ideas	58.9	59.1	156.0	140.8
Organic Gardening	54.4	59.9	187.3	187.6
Phoenix Home/Garden	80.0	83.0	244.5	228.8
Practical Homeowner	39.2	37.7	146.9	151.0
San Diego Home/Garden	—	—	—	—
Southern Accents (6X)	125.6	95.8	207.9	179.9
Southern Living	149.9	147.3	319.2	323.6
Sunset Magazine A.	133.2	121.1	340.4	289.7
Workbench (6X)	43.4	59.7	91.8	109.1
Total Group	**1,877.2**	**1,788.3**	**4,719.8**	**4,390.0**
% change	**5.0%**		**7.5%**	
■ In-flight & other passenger				
Aboard Group (7X)	32.2	24.3	60.2	52.1
Alaska Airlines	57.2	55.9	166.8	163.8
America West Airlines	60.5	42.1	181.1	128.2
American Way (24X)	125.1	101.9	376.7	274.0
Brighton Inflight Group: Hawaiian Air (6X)	—	—	—	—
East/West Network: Continental	42.3	—	154.0	—
Eastern Review	62.5	89.0	176.2	239.0
Northwest	37.8	50.5	118.2	134.0
Pan Am Clipper	41.1	38.2	124.1	117.4
Spirit	58.5	71.8	188.5	181.8
TWA Ambassador	47.6	57.0	152.4	143.0
Vis 'A Vis	57.3	62.2	154.0	176.6
Halsey Publication: Delta Sky	84.0	82.7	244.5	220.0
Pace Communications: Piedmont Airlines	82.4	68.4	246.2	236.8
US Air	77.5	52.7	202.7	130.4
Spirit of Aloha (6X)	20.1	30.4	61.8	98.4
Total Group	**866.1**	**827.1**	**2,007.5**	**2,295.6**
% change	**7.1%**		**13.6%**	
■ Men's				
Esquire A.	98.0	103.6	212.6	189.2
Firehouse Magazine	55.5	43.9	121.3	120.8
Gentleman's Quarterly A.	216.1	197.6	428.2	368.0
M Magazine	82.7	93.6	209.7	218.7
Muscle & Fitness	125.3	123.3	363.5	343.2
Penthouse A.	42.5	37.4	134.0	114.8
Playboy A.	53.9	46.6	151.3	140.3
Salute (10X)	28.8	28.3	56.2	28.3
Total Group	**702.8**	**674.2**	**1,678.9**	**1,533.3**
% change	**4.2%**		**9.4%**	
■ Metropolitan				
Aloha (6X)	29.4	31.5	48.1	59.4
Atlanta	59.9	48.5	172.4	154.3
Baltimore	58.4	66.2	178.1	204.4
Boston	133.1	133.4	403.9	410.3
California	76.5	72.5	188.7	170.1
Chicago	100.1	111.7	295.8	265.8
Chicago's North Shore	84.9	86.9	257.3	228.2
Cincinnati	47.8	55.7	137.1	139.5
Cleveland	55.3	60.4	158.2	162.4
Coast (39X)	203.3	191.2	303.5	312.2
Columbus Monthly	51.5	50.8	154.8	155.9
Connecticut	103.9	96.0	278.0	271.7
D/Magazine, Dallas/Ft. Worth	86.0	115.3	251.0	322.7
Denver	34.5	25.3	97.2	81.5
Detroit Monthly	65.1	54.4	182.6	201.5
Grand Rapids	30.7	52.0	91.6	96.4
Gulfshore Life (10X)	—	—	—	—
Honolulu	63.1	55.8	175.7	182.9
Louisiana Life (6X)	31.7	35.7	55.9	65.5
Madison	44.0	35.8	115.0	157.8
Memphis	67.0	69.0	212.0	217.0
Mid Atlantic Country	38.7	35.0	74.4	106.3
Milwaukee	58.3	65.4	152.2	151.3
Minneapolis/St. Paul	102.3	130.1	249.8	272.5
Nashville	51.0	35.0	132.0	138.0
New England Monthly	41.4	32.0	123.4	96.0
New Jersey Monthly	106.6	88.5	261.6	244.7
New Mexico	17.6	16.8	128.5	85.7
Ohio	48.0	57.5	140.9	164.8
Oregon (6X)	—	—	—	—
Orlando	96.3	104.5	270.6	273.3
Palm Beach Life	99.9	105.7	289.7	307.6
Palm Springs Life	132.2	130.8	414.9	414.9
Philadelphia	147.1	133.6	384.5	365.3
Phoenix	62.0	81.0	180.3	228.0
Pittsburgh	78.5	67.3	196.6	178.0
St. Louis	52.7	53.5	155.3	89.2
San Diego	149.1	131.0	443.3	376.8
San Francisco Focus	95.7	73.3	237.4	223.8
South Florida Magazine	102.7	47.9	268.3	147.9
Texas Monthly	89.7	113.0	244.8	255.1
Twin Cities	67.9	66.2	184.5	142.7
The Virginian (6X)	59.0	62.5	119.5	361.1
Washington (7X)	74.2	56.0	121.6	96.0
The Washingtonian	157.0	165.3	583.7	594.2
Total Group	**3,354.1**	**3,279.9**	**9,124.6**	**9,152.5**
% change	**2.3%**		**-0.3%**	
■ Outdoor & sport				
Alaska	40.0	38.7	118.7	102.5
The American Handgunner (6X)	49.0	39.0	98.0	82.0
American Hunter	17.8	16.6	54.9	53.8
American Rifleman	27.2	25.9	71.9	73.5
Backpacker (6X)	—	—	—	—
Bass Master (10X) A.	113.1	113.9	307.0	276.3
Bicycling (9X)	135.8	101.1	221.4	170.7
Ducks Unlimited (6X)	20.6	21.8	43.2	40.0
Field & Stream	—	—	—	—
Fins & Feathers A.	29.9	38.3	60.0	128.2
Fishing World (6X)	68.4	71.4	111.4	111.7
Florida Sportsman	147.1	139.8	480.9	452.4
Golf Digest	121.5	96.6	336.5	300.8
Golf Magazine	121.2	79.5	512.2	396.4
Gun Dog (6X)	38.2	29.8	55.4	60.8
Guns	33.0	22.0	101.0	83.0
Guns & Ammo	46.6	36.3	149.1	111.0
In-Fisherman (6X)	—	—	162.8	145.0
Outdoor Life	100.3	79.8	334.5	334.4
Outside Magazine	56.6	52.1	128.5	117.8
Petersen's Hunting	44.1	30.0	147.5	104.8
Runner's World (12X)	33.9	44.2	103.4	93.3
Salt Water Sportsman	136.0	116.0	456.3	404.4
Sierra (6X)	45.2	42.9	79.7	82.2
Shooting Times	30.5	34.6	120.0	110.9
Ski (8X) A.	33.2	36.4	293.4	252.2
Skiing (7X) A.	81.3	52.8	263.1	203.3
Skin Diver	114.1	90.4	318.6	293.8
Southern Outdoors (9X)	85.6	68.5	226.7	165.9
Southern Saltwater(8X)	41.6	33.1	122.4	65.6
Sport	35.7	41.4	117.8	106.2
Sports Afield	85.4	85.2	230.8	309.6
Tennis	101.1	63.3	192.6	170.9
Waterski (6X)	95.6	60.0	47.2	40.5
Western Outdoors (10X)	75.5	53.4	177.8	140.8
Wildfowl (6X)	—	—	14.8	8.9
Wing & Shot (6X)	12.7	8.6	28.2	20.5
World Tennis	90.2	23.4	161.6	58.3
Total Group	**2,367.9**	**1,886.8**	**6,458.4**	**5,872.3**
% change	**22.3%**		**13.9%**	
■ Science/electronic/mech				
Discover	40.4	46.2	117.7	139.0
Family & Home Office Computing	43.6	48.3	133.1	155.3
Omni	61.0	57.0	185.9	162.3
Personal Computing	247.4	124.0	730.0	375.3
Popular Mechanics	101.3	87.5	235.2	251.7
Popular Science	85.7	69.2	280.3	268.4
Scientific American	29.2	33.4	103.6	105.2
Spectrum	57.0	57.4	202.8	206.8
Total Group	**665.7**	**522.9**	**1,988.5**	**1,883.8**
% change	**27.3%**		**18.3%**	
■ Women/fashion/service				
Bride's Magazine (6X) A.	—	—	703.6	581.9
Cosmopolitan A.	186.8	221.0	514.5	564.2
Elle Magazine	269.5	215.6	481.5	442.6
Essence	73.0	73.0	209.0	203.0
Family Circle (17X) A.	120.3	169.6	366.3	331.7
Glamour	222.6	221.4	469.0	491.1
Good Housekeeping A.	125.2	134.6	334.3	353.5
Harper's Bazaar	166.8	233.9	339.7	361.6
Health	47.7	43.9	135.4	142.9
Ladies' Home Jrnl.	117.6	111.4	306.8	278.6
Mademoiselle	178.3	204.3	351.7	390.1
McCall's	87.3	97.5	230.1	271.6
Military Lifestyle	49.0	45.6	132.9	139.9
Modern Bride (6X)	—	—	555.7	575.0
Ms.	30.0	31.3	95.8	105.7
New Woman	91.5	83.7	232.8	215.6
Parents Magazine A.	92.9	113.7	272.6	267.1
Redbook	126.4	100.5	288.2	268.8
Savvy	44.2	36.3	128.7	102.7
Self	124.8	105.2	278.8	259.2
Seventeen	183.3	184.6	294.7	345.2
Shape	80.1	84.6	198.2	204.4
Soap Opera Digest (26X)	20.2	15.2	58.0	43.8
Soap Opera Update	9.3	—	29.0	—
Teen Magazine	47.2	48.5	114.2	130.2
True Story A.	51.4	49.5	143.6	137.8
Vogue	435.6	395.9	832.4	816.6
W Magazine	164.1	161.8	403.9	413.8
Weight Watchers	39.0	34.9	113.2	100.7
Woman (10X)	43.0	33.5	82.3	63.5
Woman's Day (16X) A.	199.4	172.1	379.7	383.0
Women's Sports & Fitness	—	—	—	—
Workbasket	29.5	39.4	87.9	104.5
Working Mother	67.9	90.4	149.3	161.2
Working Woman	103.3	96.9	262.7	253.2
Total Group	**3,627.1**	**3,649.4**	**9,576.2**	**9,537.5**
% change	**-0.6%**		**0.4%**	
■ Bus./national				
Barron's	189.0	253.7	542.0	636.1
Black Enterprise	46.2	39.4	218.6	188.4
Bus. Week (52X) A.	327.0	397.3	823.8	847.4
Bus. Month	35.8	33.5	88.1	77.8
Financial World (26X)	55.1	60.5	147.5	173.7
Forbes (26X)	220.5	209.6	602.3	590.1
Fortune (26X)	254.6	227.6	629.7	495.1
Frequent Flyer	53.1	47.1	156.3	145.4
Futures	96.2	80.9	193.0	177.0
Income Opportunities	93.1	87.9	208.1	185.7
Industry Week (25X) A.	75.5	77.6	197.4	197.7
Nation's Bus. (12X) A.	22.4	22.0	64.4	64.1
Personal Investor (6X)	—	—	—	—
Venture	50.0	67.6	151.5	195.7
Total Group	**1,518.3**	**1,604.8**	**4,022.6**	**3,974.1**
% change	**-5.4%**		**1.2%**	
■ Bus./regional				
Advantage-Nashville's Bus. Mo.	55.0	35.0	169.0	146.0
Arizona Bus. Gazette (52X)	76.4	65.7	207.0	184.7
Baltimore Bus. Jrnl.	90.0	112.6	228.3	224.8
Boston Bus. Jrnl. (52X)	131.8	147.3	366.5	346.8
Bus. First of Buffalo	62.0	173.8	164.8	393.3
Bus. First of Columbus	100.7	126.9	200.1	290.6
Bus. Jrnl.-Milwaukee	114.8	139.1	383.8	337.5
Bus. Jrnl.-Sacramento	—	—	—	—
Bus. North Carolina	33.3	44.5	95.5	108.5
Capital Dist. Bus. Review (52X)	93.5	96.5	221.7	231.9
Caribbean Bus.	156.0	155.0	323.0	354.0
Cincinnati Bus. Courier	104.3	120.1	309.3	307.3
Corporate Report Kansas City	14.8	19.6	44.2	50.5
Corporate Report Minnesota	69.0	86.0	203.0	213.0
Crain's Chicago Bus. (52X)	138.0	169.0	392.1	415.0
Crain's Cleveland Bus. (52X)	60.9	64.7	170.3	141.9
Crain's Detroit Bus. (52X)	72.5	92.8	213.4	205.1
Crain's New York Bus. (52X)	48.0	35.0	123.0	75.0
Florida Trend (13X)	66.5	66.9	178.8	212.3
Georgia Trend	53.5	67.1	156.1	203.5
Grand Rapids Bus. Jrnl.	44.1	53.0	146.1	125.3
Hawaii Bus.	40.3	39.3	108.0	119.0
Houston Bus. Jrnl. (52X)	77.7	89.2	227.0	147.7
Indianapolis Bus.Jrnl. (52X)	—	—	—	—
Kansas City Bus.Jrnl.	77.3	110.2	210.8	293.7
Los Angeles Bus. Jrnl.(55X)	—	—	—	—
Manhattan Inc.	65.2	77.1	153.5	200.9
New England Bus. (20X) A.	90.3	76.2	178.3	157.3
Pacific Bus. News (52X)	105.6	138.6	302.2	315.3
Philadelphia Bus. Jrnl. (52X)	152.0	172.2	432.7	389.1
Pittsburgh Bus. Times	97.0	123.6	293.2	284.9
Providence Bus. News	69.7	64.5	203.7	154.5
Regardie's/Washington	134.0	128.0	405.0	385.0
San Diego Bus. Jrnl. (52X)	—	—	—	—
San Jose Bus. Jrnl.	184.0	—	517.0	—
South Florida Bus. Jrnl.	93.3	125.9	223.7	286.4
St. Louis Bus. Jrnl. (52X)	99.7	135.8	298.4	350.8
Texas Bus.	23.2	34.9	73.2	97.4
Warfield's Monthly Baltimore	52.3	58.0	170.8	179.6
Total Group	**2,948.5**	**3,224.0**	**8,093.4**	**7,928.5**
% change	**-8.6%**		**2.1%**	
■ National Sunday magazines				
Parade (52X)	49.0	52.1	158.0	154.3
USA Weekend (52X)	50.0	46.0	147.5	121.6
Vista Magazine	11.7	10.5	39.1	26.0
Total	**110.7**	**108.6**	**344.6**	**301.9**
% change	**1.9%**		**14.1%**	
■ Newspaper Sunday magazines				
Boston Globe	—	—	—	—
Chicago Tribune	153.2	128.3	303.6	273.1
Cleveland Plain Dealer	79.4	68.7	174.5	134.8
Columbus Dispat	45.2	48.2	75.2	106.5
Detroit News	68.0	78.0	174.0	189.0
L.A. Times	81.6	47.2	188.1	134.2
Louisville Courier-Jrnl.	—	—	—	—
Miami Herald	—	—	—	—
New York Times Magazine	436.6	567.5	938.9	955.6
Philadelphia Inquirer	101.8	84.2	209.7	179.0
Seattle Times	77.0	71.0	171.0	140.0
St. Louis Post Dispatch	65.7	99.0	210.3	178.0
Toledo Blade Magazine	31.1	43.1	88.9	108.9
Washington Post	150.7	185.6	308.9	380.6
Total Group	**1,290.3**	**1,420.8**	**2,843.1**	**2,779.7**
% change	**-9.2%**		**2.3%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	129.2	187.7	420.9	417.4
Army Times Military Group: Air Force Times (52X)	147.0	177.9	455.4	464.4
Army Times (52X)	140.9	170.2	432.1	449.6
Navy Times (52X)	160.8	194.7	501.9	508.5
The Blood-Horse (52X)	246.4	276.5	1,141.8	1,417.0
Capper's (26X)	30.7	40.2	84.3	116.8
Commonweal (22X)	5.8	6.6	21.2	18.8
Golf World (43X)	96.3	83.0	332.5	254.0
Grit (52X) A.	25.4	30.0	96.1	98.7
National Jrnl. (50X)	57.3	44.3	166.0	146.2
National Review (25X)	29.9	38.6	96.0	90.5
New Republic (48X)	32.9	43.5	112.9	97.9
New York Magazine (50X)	241.7	223.4	622.9	631.3
New Yorker	196.8	235.1	515.1	555.6
Newsweek (52X) A.	169.5	236.6	542.9	564.6
People (52X)	268.1	312.0	744.3	734.4
Rolling Stone (25X)	183.1	141.5	376.7	312.3
Sporting News (52X)	52.0	32.9	144.1	140.3
Sports Illustrated(52X)A.	211.1	221.4	759.9	598.2
Time (52X) A.	192.5	245.0	560.2	564.7
Travelhost (52X) C.	3,011.5	2,985.0	8,599.0	8,520.0
TV Guide (52X) A.	276.1	297.3	1,004.1	994.7
Us Magazine (26X)	50.2	40.9	131.5	100.1
U.S. News & World Rpt (52X)A.	141.1	165.8	414.6	361.7
Total Group	**6,116.5**	**6,430.0**	**18,276.3**	**18,157.7**
% change	**-4.9%**		**0.7%**	

ADVERTISING AGE has switched to a new monitoring system. All data in linage reports will reflect the previous month's advertising.

(X) represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions.

B. Sectional linage included but not prorated to circulation of regional editions.

C. Combined unduplicated regional ads.

All figures represented in this table are supplied by the magazines.

ADVERTISING AGE makes no attempt to verify them and therefore is not responsible for inconsistencies or errors.

Industry ethics are alive

Coast to coast, survey shows consistent results

When the Advertising Club of New York asked its members to complete a survey on the ethics of certain business practices, ADVERTISING AGE, with the adclub's permission, asked its readers the same questions.

The idea was to compare advertiser, agency, media and "other" responses from the East, Midwest, South and West on issues that ranged from stealing clients to giving payoffs. The 256 replies, tabulated in the accompanying chart, demonstrated that no geographic area is uniquely unethical. Nor was any particular segment of the advertising business noteworthy for its variation from the ethical norm.

Still, there were some interesting differences.

For instance, of all the categories of responses, Eastern advertisers considered more of the business practices to be unethical than any other group (a whopping 68%).

By region, 59% of the Midwest respondents repudiated the scenarios (such as hiring away an account supervisor and his account) as unethical, while 54% in the South condemned them. The disapproval rate in the East was 57%, in the West 58%.

When the results were averaged by profession, 41% of advertisers overall found the scenarios to be ethical.

Forty-four percent of media respondents said the situations were ethical. Ad agencies and "others" fell in between at 43%.

How to explain the position of advertisers? Is it that they simply enjoy the easy high-mindedness that comes from being the boss?

That's impossible to say, but keep in mind that while advertisers don't have to compete for agency dollars, agencies, the media and everyone else must compete for advertiser dollars.

Many business practices, however, such as the one described in Question #1, received fairly universal acceptance.

Most readers agreed that it's ethical to hire away the "Rolavision" account supervisor from XYZ Advertising to help pitch Rolavision's competitor.

Meanwhile, most readers found the practice in Question #2 unethical: They wouldn't pay a $20,000 finder's fee to a friend who recommended their agency to someone seeking an agency.

What if that friend is a consultant being paid by a client and he still asked for a finder's fee? Unethical, said everyone, with advertisers (75%) and respondents from the West (69%) the most against it.

Question #4, which basically wondered whether it's ethical to advertise realistic war toys, received a general go right ahead—though several respondents noted that they personally wouldn't do it.

Westerners and Southerners polarized on this issue, with 63% of Western region respondents approving the war toy pitch, compared with 93% in the South.

Question #12, however, which asked whether it's ethical to advertise food that's cheap because it's "slightly off," got a repulsed and resounding no from almost everyone.

Several readers noted on their returned forms that though they might consider certain practices to be ethical, they personally wouldn't follow them—for business reasons.

Voicing the minority opinion, one reader wrote, "Why not—if the food's not unlawful?"

The majority agreed that the actions in Question #5—examining the competition's materials when received accidently—aren't ethical—and even less ethical in Question #6, which the materials are viewed on the sly. The South was the region most offended by this behavior, with only 3% condoning the action.

Questions #7 and #8 revealed at least as much about sexism as they did about ethics. The first asked whether, when pitching a very narrow-minded client, it was ethical to exclude the most competent account supervisor simply because she's a young woman. Only advertisers found this an ethical decision, with 51% giving it their OK. "Others" found it least (36%) ethical.

Question #8 set forth exactly the same scenario—except that this time the excluded account supervisor was a middle-age black man. Advertisers, agencies and "others" found this scenario even more objectionable.

Only the media (59%) found it more unethical to bypass a woman than a black man (55%).

This pair of questions also highlighted a big regional difference. Southerners were far more likely to find the exclusion of a woman or a black man to be ethical (54%) than their Eastern counterparts, who thoroughly condemned these practices.

Only 34% of the Eastern respondents found excluding a woman ethical, and even fewer (31%) approved of excluding the black executive.

Most respondents didn't object to Question #9, where a new agency employee brings along one of his accounts, though advertisers were the least enthusiastic about this decision.

And, as expected, advertisers were the most upset by the seamy scenario in Question #10, where a friend is sleeping with the secretary of the marketing VP at the airline you're pitching. Half found it ethical, half didn't. The other professions found it less objectionable, and in the East, 59% of the respondents approved.

But almost everyone agreed that the even seamier circumstances in Question #11, where the friend wanted a consulting fee, made the situation completely unethical. It was unanimously condemned among advertisers and Southerners.

Several readers noted that though they might consider certain practices to be ethical, they personally wouldn't follow them—for business reasons.

For instance, one Midwestern agency respondent wrote that he wouldn't hire away another agency's account supervisor who promised to bring along his account because "If he did it to them he might do it to me."

A Pennsylvania graphics agency owner wrote, "As for romancing 'narrow-minded' clients and those who sell 'off food,' the decisions aren't so much unethical as just plain poor business practice. Those clients are quite likely to treat an agency with an equal lack of respect. Why ask for trouble?"#

Breaking down ethics responses

1. You are competing with three other agencies for the Magnasonic Consumer Electronics business. Its chief competitor is Rolavision, handled by XYZ Advertising. XYZ's account supervisor on Rolavision has interviewed with you recently for a job. You hire him, specifically to help with the Magnasonic pitch.

	Ethical	Unethical
Agency	75%	25%
Advertiser	74%	26%
Media	78%	22%
Other	64%	36%

2. A good friend of yours calls and says an associate of his is looking for a new advertising agency. His associate knows little about advertising and has asked for his advice. He offers to recommend your company provided he will be paid a finder's fee of $20,000 if you land the business. You agree.

	Ethical	Unethical
Agency	35%	65%
Advertiser	26%	74%
Media	26%	74%
Other	39%	61%

3. Same as Question 2, but your friend is in the business of consulting for clients looking for new advertising agencies, and he is being paid a fee by his client.

	Ethical	Unethical
Agency	44%	56%
Advertiser	22%	78%
Media	35%	65%
Other	52%	48%

4. Your agency is one of four semifinalists asked to participate in a competition for a new-product assignment from a major toy marketer. While the agency has had experience in marketing to children, this assignment would be your agency's first in the toy category—and with a leading manufacturer. During a final briefing your prospective client discloses that the "new product" is a compatible set of war toys complete with pseudo-ammunition, guns, etc. Your agency decides that it will accept the assignment if it is awarded to them.

	Ethical	Unethical
Agency	75%	25%
Advertiser	86%	14%
Media	73%	27%
Other	88%	12%

5. You and two other agencies are in the final stages of a competition. Part of your pitch has to do with recommending and supporting a new marketing strategy. Late one evening, a few days before the scheduled presentation, you are proofing your slides at a slide supply house. By accident, you are handed a fairly complete set of slides put together for one of your competitors. You have enough time to examine and get the gist of it before returning the set to the supplier, who is embarrassed at his mistake. When you return to the office, you make significant changes in the way your agency presents itself so as to attack your competitor's recommended strategy in a direct and forceful manner without, of course, revealing to anyone that you have information on your competitor's actual recommendations.

	Ethical	Unethical
Agency	46%	54%
Advertiser	44%	56%
Media	48%	52%
Other	37%	63%

6. Same as Question 5, except your competitor's slides are in a file folder on the worktable next to you. You have to wait for the supplier to leave the room before you peek at them.

	Ethical	Unethical
Agency	4%	96%
Advertiser	6%	94%
Media	13%	87%
Other	11%	89%

7. You've been invited to compete for the business of a retail chain that has headquarters in the Southeast. The chain is run autocratically by its 75-year-old founder. Every member of his senior management team is white, male and more than 40 years old. In past discussions, you've come away with a clear impression that they are narrow-minded, too. As it happens, a few months ago your agency lost the business of a large New York retail chain. You did excellent work for the chain, and the account supervisor who knows all about the business still works for you but has been without an assignment for more than three months. The problem is, the account supervisor is a 35-year-old woman. You decide not to use her in your presentation.

	Ethical	Unethical
Agency	40%	60%
Advertiser	51%	49%
Media	41%	59%
Other	36%	54%

8. Same as Question 7, except that your account supervisor is male, 45 years old and black. You decide not to include him in the presentation.

	Ethical	Unethical
Agency	38%	62%
Advertiser	49%	51%
Media	45%	55%
Other	31%	69%

9. Your agency is looking to hire a senior account management person. You interview a management supervisor who promises to bring with him one of the accounts he is responsible for at his current agency if you hire him at the salary he is asking. You hire him, and the account comes to you.

	Ethical	Unethical
Agency	84%	16%
Advertiser	63%	37%
Media	87%	13%
Other	73%	27%

10. You and three other agencies are in a competition for a major airline account. As luck would have it, a good friend of yours is sleeping with the secretary for the airline's marketing VP. She's very indiscreet and tells your friend all about the exciting things going back and forth at her company during the review, including the individual views of the members of the airline's agency selection committee. Your friend gives you feedback on all your meetings with the airline.

	Ethical	Unethical
Agency	56%	44%
Advertiser	50%	50%
Media	65%	35%
Other	54%	46%

11. Same as Question 10, except your friend asks for a consulting fee, with a bonus if you get the business.

	Ethical	Unethical
Agency	7%	93%
Advertiser	0%	100%
Media	4%	96%
Other	9%	91%

12. Your agency is being considered by a group of restaurants that offers "good tasting" food at low prices. They ask your company to develop a better "price" story since they will soon be cutting their prices even further. When the agency delves into the reasons why the company can continue to serve the same "good tasting" food at even lower prices, it learns that the group has found a supplier of slightly "off" food. While the food is not yet spoiled, it is close to that stage and requires significant additional seasonings and preservatives. Your agency accepts the assignment.

	Ethical	Unethical
Agency	15%	85%
Advertiser	12%	88%
Media	13%	87%
Other	27%	73%

This questionnaire was created for the Center for Communications, a New York-based group that brings together students and professors with professionals in the communications fields to share practical information rather than theory.